

Scandinavian Public Library Quarterly



No. 3. 2010



Theme:

TOWARD NEW FORMS OF COLLABORATION

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Cover photo: Anna-Stina Axelsson - 'Twinning'

● Toward new forms of collaboration

Collaboration is, by tradition, important to libraries. On the local level, library directors work as part of their municipality's administration; they may be responsible for cultural activities, for example, in addition to library activities. Collaboration is carried out together with schools, youth work and daycares and there may be library services in nursing homes. Library premises are offered for use by other sectors in public administration, for example piano lessons given by the adult education centres, exhibitions arranged by the local arts society or meetings for various organisations and boards.

Today's library is also open to less obvious partners, and to partnerships which may require various agreements concerning the distribution of responsibilities and funding. A diverse range of services and extensive expertise should make the library an interesting partner for a variety of activities. The potential may not always be crystal clear, which means that libraries must be active. Being familiar with the local environment helps to customize services needed in the area. The wide range of opportunities should be made known by actively marketing services, competencies and skills.



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Linking people and resources

Cultural policy should provide conditions to enable everyone to participate in cultural life regardless of whether the aim is education, to experience culture or to engage in creative activities. It must be possible to take part in cultural facilities that are characterized by diversity and high standards regardless of where in the country one lives.

Culture is to be a dynamic, challenging and independent force based on freedom of expression. Everyone is to have the opportunity to participate in cultural life. And societies need a strong cultural life. Culture contributes both to strengthening the individual and developing society as a whole.

Public libraries are open institutions, where people have access to information, technology and training on an as-needed basis. With digital information and greater outreach, libraries are transforming the way they interact with the public. They are becoming much more proactive and collaborative, contributing in a variety of ways to a stronger local development. They are part of formal and informal community networks that support reading, learning, jobs, cultural activity and civic pride. Public libraries are building stronger communities.

A good library inspires and strengthens its visitors; it offers the users tools and support that can make possible an active, engaged and meaningful life. Visitors will be the driving force and the librarian the supporting.

Public libraries are now being defined by their ability to relate to patrons in a

sensible manner. Public libraries contribute most to society and social progress through collecting (people in) networks – not through collecting books in shelves.

Public libraries have a special responsibility to create and reinforce reading habits, and to be a resource in searching for and evaluating information. Libraries for children and young people have long been a high priority area. Municipalities have had years of experience in successfully developing and maintaining library services for children and young people. Effective models for cooperation between public libraries, schools, child care centres and youth clubs have been developed. Through the diversity of library collections and activities children can discover for themselves the joy of reading and the excitement of exploring new knowledge. In this way libraries contribute to strengthening children's and young people's personal growth and their development into active members of society.

Another challenge for the public library is to reach the low-educated and people with different linguistic and cultural backgrounds. Public libraries are part of a larger infrastructure able to deliver a variety of services for life-long learning to people of different backgrounds with different needs and goals. Many public libraries have initiated active cooperation with local learning centres, university colleges and adult education organisations.

A third challenge for libraries today is to be proactive in identifying the ways

in which the library can complement local development plans.

Public libraries are important in local and regional development, a development that takes place in cooperation with the surrounding community – cooperation with partners, cooperation with users. Close cooperation is rewarding and natural since the inhabitants frequently cross municipal borders for work and recreation. Close cooperation is rewarding and natural since the inhabitants frequently use the internet for information and sharing.

For the best local development you need to find the best way to organise local resources and local expertise. The library in the centre of society, where municipalities, regions, citizens, education centres, museums, job centres, societies of trade and industry, etc. are all partners. Keywords: Network. Interactivity. Collaboration.

If libraries are to broaden their role in the local community local strategies for communication should be formulated together with the local community and local environment. Cooperation should be developed within the municipality and with other municipalities in the region. The library's profile should reflect local conditions. The more society changes, the more libraries fit in. The objective is local and regional development.

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Events in abundance at the Cultural Capital's Library

The City of Turku's designation as the European Cultural Capital for 2011 came at an opportune time as it coincides with the organisational reforms taking place in the Turku City Library. At the turn of 2009-2010, a new concept was created whereby the organisation of events and exhibitions for different target groups plays a more definite role in the library's activities.

In March 2007, Turku's architectural wonder, the new main library, was opened. Its spatial dimensions lure city-dwellers in to spend time and enjoy themselves, to participate in various events and the library's activities.

The Turku City Library has become an extremely popular meeting place; it is Finland's largest library as regards the number of visitors. It is open every day of the week. On weekdays, approximately 4,000 patrons visit the library each day and at the weekend about 2,000 people visit each day. Patrons have been especially satisfied with the fact that the library is also open on Sundays, which makes it easy for families to visit the library together.

Aiming for theme-based productions

Previously, the different sections at the main library and its branches, which engaged in small-scale cultural activities, planned, and for the most part, carried out their own activities and events. The concentration of events activities into one unit was one result of the organisational reforms, the purpose being to create high-quality, concept- and theme-based productions, which often include all of the library's branches. The only unit in

Finland that concentrates on organising events is also responsible for user training and services for special groups which include library services intended for immigrants and the aging. School-aged children are offered the Kulttuuri-polku program, which ensures children acquire skills in using the library in an exciting and informative way.

At the moment, the Events Office is a rather small activities unit. There are six full-time job positions there and one part-time position for the Cultural Capital 2011 coordinator. Other activities units also have employees whose job it is to use 40 % of their working hours to handle events activities. Those involved in the events activities make up the theme work team whose combined efforts reach across unit boundaries. The head of the team is the service manager for the events.

The events and exhibitions are in close interaction with the library's collections and other activities. The events enrich and broaden understanding and provide new perspectives pertaining to the creation of library services. Creating concepts and themes and defining target groups are some of the central goals of the events activities in the Turku City Library.

Shared library space

Often, the word 'event' refers to a public occasion or to an occasion intended for a certain group – a presentation, lecture, instruction session, exhibit, guest author(s), guest artist(s), music hour, storybook hour, reading circles, etc. With the organisation of

events, today's library elaborates, decorates and flexes book covers according to the situation and present needs. This is how many different types of information can be interwoven.

Established, popular and much awaited events include the Southwest Finland poetry week in late autumn and Kirjastokaruselli that travels from library to library attracting the younger generation. An extensive multicultural event will get underway in 2011. Lectures by experts offered to senior citizens during the day activate the aging. Series-type, repeated events ensure the message of the events is received and available to all.

Shared library space requires shared activities. The Turku City Library endeavours to inspire patrons to generate ideas for exhibitions and events through patron councils, for example. The library offers a forum for patrons to use, and coordinates activities and creates services. The patrons, e.g. various groups of enthusiasts, senior citizens, students, immigrant organisations, and institutions affiliated with the cultural affairs office in Turku, such as the Turku Philharmonic Orchestra, in turn produce activities they feel are important, and in this way are able to participate in the development of the library's activities.

Eras and chronicles of lives

The projects taking place during 2011 expand the library's already multivarious networking and break down the images people have of the library as an institution that only provides instruc-

All in all, more than 22,000 people have taken part in the library's events between the summer of 2009 and the summer of 2010



tion and loans material. When events spread out into the Sirius courtyard or the House of Arts, i.e. the rotunda of the old library, eras and chronicles of lives meet. One impulse leads to another and, behold, something unusual, new and never before experienced is created. The library building is the most appealing building in downtown Turku, and it will be seen and have strong influence during the Cultural Capital year of 2011. The library will be carrying out its own projects during 2011 and participating in programs initiated by the Cultural Affairs Centre and the University of Turku. Some of the projects will get underway this autumn; getting a head start is a good way to acquire visibility and clout.

Scope of activities widens in 2011

The 'Encounters in the library' program package is the library's detailed plan for the Cultural Capital year. Its most noteworthy program is the 'Culture Out Loud!' series of events, which introduces the literature, music, dance, language and traditions of various cultures. The various cultures living in Turku will be introduced through exciting exhibitions, story hour and media recommendations intended for schools, all of which will take place in the main library and its branches.

The presentation of the different dimensions of information and the promotion of different reading skills are still current issues in the functions of the library. The joint project, *876 Shades of Darkness*, will be visible in the library in the form of a series of



Dance Artist Ritva Bergström's group at the opening of the House of Arts in autumn 2008



Turku brass band festival in the Sirius courtyard at the library in June 2010



Sammy Tuomi setting up a smurf display in the children's section, Saaga

lectures pertaining to death, for example, taking place in the autumn of 2010. It will be preceded by lectures about Judaism organised in cooperation with the Åbo Akademi University. These lectures are not a part of the program for 2011, but they strengthen the library's informational contributions to the public. An exhibition related to the topic of the lectures will also be produced.

Night of Reading and *Weekend of Darkness* will be carried out as the library's part of the 'darkness' project, *By the Reading Light*. The events take place, in part, on the national level, and the purpose is to make known to the public various types of fiction, non-fiction, children's and youth literature and authors, as well as music and therapeutic writing throughout the autumn 2010 and in 2011. *Night of Reading* invites everyone along for experiences in the early hours of the morning.

The Turku Fire, which took place in 1827, ignited the spark for the *Fire!*

Fire! project, one of the more significant events for the year 2011. *Blazing Love* will spark up in the spring 2011. Programs pertaining to romance literature and music are in store for people of all ages. Turku University's *TIUKU - science and culture in Turku* project is a springboard for extensive reading circle activities, the purpose of which is to promote the gratification one gets from reading and, on a more indirect basis, coping in life. There are a total of eight reading circles that gather on the library's premises. They provide an opportunity to meet new people, exchange reading experiences and encourage the participants to produce their own material.

Dialogues between exhibitions and events

The exhibitions engage in dialogues with the various events taking place. Exhibitions geared toward children are already a concept in the children's section of the library, Saaga. Barbie dolls and comics, gathered together with ardour, are put on display to amaze others of the same age. The exhibitions call for coordination sensitive to diffe-

rent situations, because an adventurous, informative and visual display needs an aesthetic eye and the right spaces, as well as appropriate exhibition props for each individual event. New contractual practices are also being prepared in the Turku City Library. The purpose is to create more structured cooperation with representatives of various fields.

All in all, more than 22,000 people have taken part in the library's events between the summer of 2009 and the summer of 2010. Eleven specialized and theme-based exhibitions and 90 exhibitions to present new books and current affairs were organised. Blogs, social media, online guides and supervised use of the net are quickly expanding the library's online services, and they lure those who do not normally read into the library sphere.

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Translated by Turun Täyskäännös
Photo: Turku City Library archives



"We got a nudge in the back!"

Promoting fiction to adult readers (SAV)

SAV was a development project run by the Västerbotten County Library in collaboration with the public libraries in the municipalities of Västerbotten. The goal of the project was to encourage and deepen the meeting between fiction and reader at various levels, and the idea was to develop methods of reading promotion with a focus on adult readers. Preparation began already in 2005 and the project has gathered participants from ten of the fifteen municipalities of Västerbotten.

The work was designed as a process-training, where participants came together regularly for inspiration, training and exchange of experience. Local working groups, who formulated their own development plans based on local conditions and resources, were formed. The groups were also offered coaching at home.

Rachel Van Riel – from *Opening the Book in England* – inspired the participants to a new view on both promoting literature and on the furniture and signs in the library. Immi Lundin gave hands-on advice on how to start a book club - which resulted in several new reading groups.

During the second year, reception of visitors and the librarian's own role in the promoting mission was highlighted. The joint training included for example a course in presenting books and a discussion of author visits to libraries. One lecture compared the

role of the librarian with that of the critic. Literary taste and how to find one's role in the meeting with the customers were two questions being discussed. The issue of taste – librarian's and user's – was discussed on the basis of Jofrid Karner Smidt's thesis *Between elite and publikum*. The debate brought many questions to mind, and generated thoughts on good or bad taste, communication, quality, identity crises and the mission of the public library!

The project model, that combined joint training days and local development plans with coaching and time for reflection, has proved very successful. The coaching has been based on the needs of each group, and has striven to lift up the everyday work to a reflection level, which is essential to all development. The basic idea, that the content of the training will take as its starting point the participants' own interests and skills, has been realized and given good results.

All participants have appreciated the organisation of the project, and its combination of inspirational lectures and time for local planning.

Many have experienced that SAV provided a nudge in the right direction, and led to launching activities that earlier were just ideas. The time 'created' at the meetings for planning and reflection in the working groups, has been perceived as very valuable.

SAV ended with a conference and celebration in Umeå in February 2010, in which all participants were asked to present their community projects and the work experience provided. Examples of local projects, based on knowledge and analysis of the municipality's own needs, are book clubs, cafés with book tips, literary walks and book talk (according to Aidan Chambers' model) with high school students.

As a result of SAV, interest in and awareness of the importance of fiction has increased significantly among library staff in Västerbotten County. The focus has been on promoting literature and literary experience. Spreading love of fiction and reading has been a consistent theme. The ultimate goal is to consolidate the 'SAV thinking', and to make it an established way of working. The participants have developed reflective and analytical ability, and it is now important that all staff become involved in the process of promoting fiction to adult readers.

Eva Nordlinder
County Library of Västerbotten

Translated by Mats Hansson

The National Park Library in the local community

The libraries in Oppland County contribute to increased wealth creation in their local communities. Regional library plans have been approved in all the county's 26 municipalities. They define how the libraries shall respond to the regions' political priorities. The six libraries in North Gudbrandsdal are collaborating with various actors in their local communities on the development of a national park library in each municipality.

Oppland county library has been the main driving force in the implementation of regional library plans in the whole county. National Park libraries were included in the county library project *The seamless library Oppland* and this reflects how libraries can cooperate in new ways.

The National Park Library supports the objectives and priorities of 'Nasjonalparkriket' (the collective name for this region's national parks), which is a regional business development project for North Gudbrandsdal, highlighting the tourist industry, agriculture and service industries. The tourist industry will develop a competitive profile based on the six national parks situated within the region.

The six libraries participating in the collaboration in North Gudbrandsdal are Dovre, Lesja, Lom, Sel, Skjåk and Vågå. The libraries in North Gudbrandsdal know that giving high priority to the national parks is important for the region. They want to participate in the dissemination of knowledge about the national parks and they pose the question, "How can we help?"

"Your hike starts in the library"

Using the slogan, "Your hike starts in the library", the libraries have introduced a number of different activities. They are building up a collection of relevant literature, including digital resources. All six libraries have designated a special area within their premises for their national park section. The libraries also have a common logo and promotional material and they work together on marketing. They put great emphasis on sound advice and information about the national parks and the librarians participate in a network with others engaged in promoting the national parks.

The division of responsibility between the municipalities is set out in a cooperation agreement.

In addition to the county library, external cooperation partners include the Regional Council for North Gudbrandsdal, which is responsible for a comprehensive development policy for the whole region. The library project has received economic support from the Regional Council.

Cooperation partners also include two national park centres providing information on the mountain areas.

The libraries collaborate with 20 tourist enterprises, hotels, mountain lodges and farms. The cooperation is based on agreements defining the areas of responsibility for the libraries and the businesses.

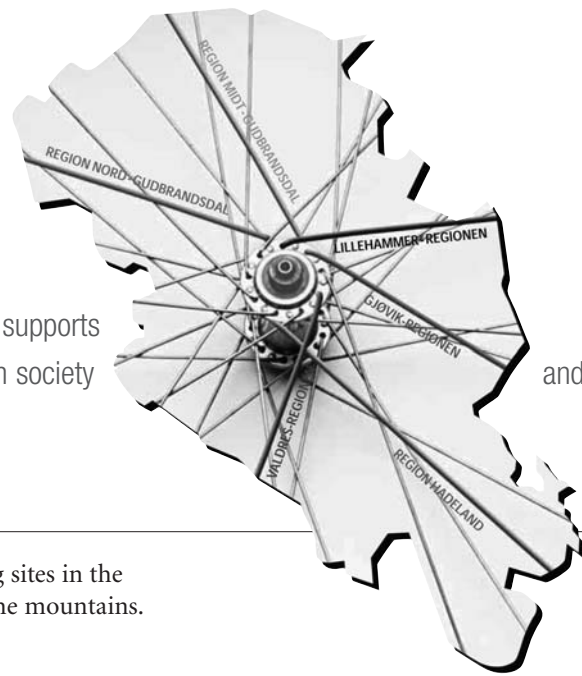
The tourist library – a continuation

The collaboration named 'Tourist Library' involves having a number of relevant books available in places offering tourist accommodation in the area. This initiative began when the municipalities selected a number of places in the start-up phase. The tourist library is organised by the libraries, but developed in close cooperation with the hotel owners and is a good example of the collaboration between libraries and the private sector. The project draws attention to the competence libraries have in providing information in a clear and user-friendly way. Posters and brochures describing the 'Tourist Libraries' are distributed to places offering accommodation.

The region experiences heavy tourist traffic throughout the year. Many different enterprises offering accommodation are represented, ranging from



'Nasjonalparkriket'



'The seamless library' supports modern society

and meets its challenges in a regional perspective



Gunhild Aalstad

hotels, inns and camping sites in the local areas to cabins in the mountains.

Social media

The libraries are developing a project entitled *The mountains in words - a digital mountain ramble*. The object of the project is to further develop the national park library using poetry, songs and short prose texts in a digital database, which is about to be launched. The poems will also be available as podcasts (Bokpod). In addition Oppland Library Portal, the municipal home pages, blogs, face book and twitter will be used in marketing.

Developing the brand and target groups

Developing the brand is an important part of promoting the national parks. The libraries play an important part in this promotion and provide a vital source of information for tourists. The slogan "Your trip starts in the library" shows the important role libraries have to play in the tourist industry.

The libraries want to maintain a dialogue with the municipalities' inhabitants, tourists, indeed everyone who is fond of the Norwegian countryside and mountains, including industry, the media and politicians.

Cooperation

The libraries must see their own development in relation to general developments in society at large. This means that building networks and cooperating with other actors are important factors when libraries take on new roles.

Oppland county library, through the project 'The seamless library', has built

a platform for library development in Oppland. The libraries meet challenges by cooperating in new ways. Oppland county library has been a major force and collaboration partner in this work. Libraries cooperate across municipal boundaries to a greater extent than earlier. The collaboration is formalised through partnership agreements between municipalities. The agreements define mutual obligations and state what each library shall contribute to the common effort. This form of cooperation gives the libraries more clout in a regional perspective.

The libraries must procure additional new cooperation partners. 'The seamless library' emphasizes the necessity of a model library that supports modern society and meets its challenges in a regional perspective. When the libraries seek new partners, such as industry or other actors within tourism, these partnerships are also formalised by means of agreements. The cooperation must be binding on all parts.

The libraries in Oppland are forging new paths – and their key concept is cooperation.

Why regional library plans?

- Libraries must make important choices in connection with social developments and it is important to be able to adapt in a rapidly changing society.
- It is important to define strategies and develop libraries able to meet future challenges.
- Regional library plans are important political control mechanisms and give politicians the opportunity to influence library development.

How do we use these plans?

- Define ways in which libraries can contribute to increased wealth creation in local communities.
- Develop convergence points; define division of responsibility and priorities.
- Emphasize network building with various partners and formalise cooperation in partnership agreements.

Platform of common values

- Social responsibility
- Wealth creation
- Modern and forward looking
- Oriented towards local inhabitants
- Network building, participation and involvement.

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Users consider library services increasingly important

The National Library of Finland coordinated a customer survey for users of research and special libraries as well as public libraries in 2010. The first national online questionnaire was conducted in 2008.

The national mapping of customer satisfaction was implemented as an online questionnaire in all university and university of applied sciences libraries – except for the libraries of the University of Turku and Aalto University which use the international LibQual survey – as well as in 25 special libraries and all public libraries.

The number of responses rose by 56% compared to the previous survey. A total of 34,300 library customers – 39% from public libraries, 39% from libraries of universities of applied sciences, 18% from university libraries and 4% from special libraries – participated in the survey.

Almost all the respondents visit libraries regularly. Of the public libraries' respondents, 91% visit a library at least once a month. For the respondents in university and polytechnic libraries, the corresponding figure was 87%, and for the special libraries' respondents 55%.

In addition to mapping the user habits the questionnaire measures customer satisfaction regarding materials, electronic services and the library as an environment for relaxation or study. The survey also measures the impact of library services. Almost all library

services were considered fairly or extremely important. Customers in public, university and university of applied sciences libraries considered shortages of materials to be the main service-related problem.

Municipal libraries' respondents also called attention to the suitability of the opening hours. For their part, the users of special libraries and scientific libraries expressed a need for clearer instructions regarding the use of electronic materials.

The most important impact of library services in all research library sectors was that the libraries had made it easier for users to find the materials that they were looking for. In the public library sector, over 80% of the users agreed that the library services had supported their cultural and literary interests. Around 80% of the university and university of applied sciences library users thought that libraries had helped to improve the quality of their work and studies, the same was true for 71% of the special library respondents.

In all libraries, the staff's willingness to provide assistance was one of the most important factors affecting the quality of service. In terms of their service attitude, libraries were assessed as having succeeded as well or even slightly better than two years ago.

Overall, library services were assessed as being fairly successful and slightly improved. On a scale of 1 to 5, the

opinions of library services' importance fell within a range of 4.6 - 4.7, compared to the range of 4.4 - 4.6 registered in the survey conducted two years ago.

The contents and the structure of the survey have been developed in cooperation with the library sectors, while the National Library has taken care of the implementation and outsourcing of the technical execution of the survey. The National Library also helps in marketing the survey to end-users by offering ready-made information materials and press releases and by paying the costs.

After the results of the latest survey were analysed and published, the National Library and the library network started discussions on the future needs of libraries and their evaluation. The impact assessment section of the survey is considered one of the most important. The questions and statements measuring the impact of the library services will be developed in the Impact Evaluation Working Group set up by the National Library in which all library sectors are represented. The surveys, the statistics and impact evaluation will be discussed and developed as a whole during the next year in cooperation with the Ministry of Education and Culture and the libraries themselves.

Päivi Jokitalo
Coordinator
National Library Network Services

Mindspot partners up



Louise Overgaard

Working strategically with partnerships makes it possible for libraries to create services focusing on specific target groups and cultural expressions. The partners gain access to the public and a significant platform for their activities. The youth service Mindspot from Aarhus is an example of how the users, the library and the various partners gain from co-creating Mindspot, but also an example of how partnerships with music festivals can be used to create completely different activities and library services.

Hip hop is in the air

It's a Thursday afternoon at the Main Library. When entering the library people are confronted with a concert-like atmosphere. The famous Danish hip hop group *Den Sorte Skole* (The Black School) is doing a combined concert and lecture about their musical work. The group hesitated before agreeing to do the lecture, because they were sure that no audience would find it interesting. Fortunately the chairman from Aarhus Took It (ATI) convinced them otherwise. And here they are, playing, showing, answering questions and chatting with the audience. A young man says: "I love hip hop! I was released from prison yesterday, I have no money, but I will partake in the hip hop events here at the library!"

Aarhus Took It and Mindspot

ATI is an annual hip hop festival, which presents some of the most essential hip hop artists, puts hip hop up for debate and facilitates a networking



place for Danish hip hop. The cooperation between the festival and Mindspot is running on its fourth year and aims at creating hip hop events at the library prior to and during the festival. Most of the events are specially created for the library. For three days once a year it is possible to hear lectures on hip hop history, partake in debates, attend concerts and see break dance shows in the library for free and everybody is invited.

The festival staff and the library staff cooperate when creating the three-day program. The festival staff has the knowledge about the genre as well as the network and the vision about what they would like to present at the library. The library staff is professional

when it comes to arranging the events and communicating with the library users. Together the festival and the library advertise the events and the festival. Both parties bring an audience and they both contribute to paying the artists.

Due to the cooperation Mindspot is able to offer qualified, unique, free events with hot shots from the hip hop milieu. The library users are invited to experience and learn more about a specific musical genre and to meet the artists face to face. Because of the cooperation we are able to bring together a variety of people from university students and music journalists over famous and not so famous hip hoppers to library users.



ATI also gains from the partnership. The chairman of ATI, Henning Winther, points out that the festival gains a significant platform, where it can present relevant things that have no natural place on its own stages, as well as a good sparring partner.

The cooperation provides the festival with the opportunity to present more activities without having to carry out a lot of extra work. As Henning Winther states: "We deliver input to what could be good events and Mindspot takes care of almost everything else - booking rooms, arranging contracts and PR. The cooperation is a great asset for us".

Young reporters at SPOT

It's a Saturday afternoon at the SPOT Festival. A group of young people are busy. This is the culmination of several months of editorial work. They are sitting in front of the Spotmobile. There are people everywhere; the music coming from several stages is loud. The young people have many and different tasks: They create music reports, fashion reports, atmosphere reports. These reports are uploaded to the official SPOT website – and at the same time they are lounge library hosts.

SPOT and Mindspot

SPOT is an annual festival with the

ambition to create a platform for Danish and Nordic music. The aim of the festival is to support new bands and artists, who have international potential. Mindspot and SPOT have cooperated for four years. The cooperation with SPOT has several activities: Prior to the SPOT Festival the young people surrounding Mindspot arrange PreSpot, a concert for local upcoming bands. During the festival Mindspot is present with the Spotmobile (a caravan used as lounge library), which is also a centre for different activities. At the festival in 2010, 14 young people worked as web site reporters - 12 of them voluntarily.



Via SPOT, Mindspot gets the opportunity to present itself at a high-profiled event in Aarhus both inside and outside the library's physical space. More importantly, however, Mindspot can use SPOT to achieve their mission: to activate young people, give them the opportunity to evolve their skills and interests, and make them co-creators of and partners with the library.

SPOT also gains from the partnership. Coordinator Conny Jørgensen points out that SPOT is a cooperating festival aiming at propagating the festival as much as possible to the cultural field and that they are always interested in

Mindspot can use SPOT to achieve their mission: to activate young people, give them the opportunity to evolve their skills and interests, and make them co-creators of and partners with the library

working together with serious cultural parties. Through the cooperation SPOT aims at stimulating the cooperation with Aarhus Public Libraries in general and with Mindspot in particular since partly they have the same target group. SPOT finds it relevant to be part of a cooperation that combines the library's communication, knowledge and knowhow.

At planning and evaluation meetings SPOT and Mindspot discuss and generate ideas for activities. SPOT donates festival tickets, finds space for the Spotmobile and helps pick out bands for PreSpot. Both parties advertise the events and SPOT gives Mindspot access to place reports on the official festival web site. The young people surrounding Mindspot arrange concerts and activities with help from library staff.

Creating library services through partnerships

Mindspot and its partnerships is an example of co-creation of library services. The two mentioned partnerships show how partnerships with musical festivals can have different forms, aims and outcomes. Both Mindspot and the two partners obtain different goals from the cooperation. Mindspot gets the opportunity to broaden and at the same time specialise their services. Teaming up with different musical festivals provides an opportunity to create various activities and the partners' differences force Mindspot to adopt new perspectives on activities. Partnering up pushes the library to

create and recreate services and to think and rethink the library over and over again.

The differences between the two festivals result in different arguments for engaging in partnerships with the library and in the way they think about the cooperation and their roles in the partnership. Where ATT's aim is very concrete – creating alternative music events and debates that will interest other than the usual festival guests, it is less clear what SPOT wants to obtain from the partnership. SPOT has no specific needs that the partnership should fulfil, and Conny Jørgensen also points out that SPOT is satisfied with the cooperation considering the two parties' contributions, but that it would be necessary to create a concrete project with specific activities if SPOT were to gain more. The experience is that both parties gain the most if a partnership fulfils concrete missions and targets for both parties. The partnerships show that co-creation is a process that demands follow-up, reflection and willingness to make changes. It is important to continuously have a clear focus on what the involved parties – including the users – gain from the cooperation, how the involved parties can fulfil visions and targets and be equal partners.

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Next stop: The knowledge society

The library as a common, public basis for general, all-round education (Bildung) is a product of the industrial society. The labour movement's division of the phases of life into: 8 hours work, 8 hours rest and 8 hours leisure time inevitably led to a need for the leisure time to be filled with something constructive. This is where the library introduced itself as a serious offer, particularly because it was always being stressed that the materials were chosen with Bildung in mind, the good book versus poor quality entertainment. Add to this the library's useful effect: better readers made better workers, useful knowledge could be transformed both into the common good – and the benefit of the individual. The library came to be regarded as a leisure time option.

The libraries expanded at a furious speed. Launched decentrally, but surprisingly alike in objective and expression. Unquestionably one of the greatest successes of the 20th century, today such an integrated part of society that we do not even think about it.

The 1990s saw the beginning of a breakaway from the library concept of the industrial society. In Denmark reflected in the unifying idea of the 'Libraries in the information society'. This formed the basis for the intense focusing on - and prioritisation of - the new digital, technological possibilities. Fundamentally, however, the concept of the libraries in the information society represented no clash with the line of thought of the industrial society.

Library cathedrals were expanded, the centralistic perspective was maintained, communication went from the libraries to those people in need of more reading and experiences.

Today no-one talks about the information society anymore.

There is still a fair amount of cathedral thinking in the actual library system, but more and more the libraries operate on the basis of the premisses of the knowledge society: Libraries discuss values, libraries may change, they have to adapt to the users' needs, have to collaborate with other knowledge institutions and must make room for new partnerships. The many changes in the public libraries over these past years all show the same general tendency. And the libraries are no longer considered to be just a leisure time option. The library frame is open towards all human communication needs.

When conversation turns to library policy, however, the premisses prevalent in the industrial society are still being used as a basis for discussion: number of loans, size of stacks, number of distribution points and more recently also number of visits. Focus turns on reaching new, younger customer groups – in order to consolidate future demand. At the same time it is forever being emphasized that the aim is for the new groups to be tempted into using the old products.

If the libraries are to take the concept

of web 2.0 seriously, then basically the communication must be one-to-one. Web 2.0 is not mass communication. Future generations will expect that public institutions put the individual user first and communicate with him directly.

Today the libraries see their task as part of a whole, which entails providing the users with the opportunity of greater absorption – on the users' own premisses. Collaboration with other cultural institutions has therefore intensified quite considerably. And collaboration with private enterprises has become more and more popular. Partnerships can indeed lead to greater turnover and thereby better cathedrals. But partnerships are only interesting if they contain tension fields in relation to the libraries of the industrial society. Partnerships are created through the wish to meet people, to create space for deeper involvement and provide the frames for more comprehensive communication.

In the knowledge society depth is a decisive parameter. In the knowledge society one may suppose that the fact of borrowing a book for a long period makes for better absorption than brief loans. The larger the number of people exceeding the deadlines for return, and thereby – voluntarily – having to pay for a free product, the more absorption!

Considering that the library is one of the knowledge society's leading institu-



Tom Ahlberg

If the libraries are to take the concept of web 2.0 seriously, then basically the communication must be one-to-one. Web 2.0 is not mass communication

tions, the library-political discourse has moved markedly away from the modern library concept. Politicians are content with discussing the libraries of the industrial society: number of distribution points, number of stacks etc.

The libraries could improve the discussion by de-emphasizing statistics based on the values of the industrial society and giving greater priority to modern tools such as for example intellectual capital statements which are based on insight and contemplation rather than on the Olympic criteria: quicker, taller, stronger.

Intellectual capital statements can help illustrate to which extent one reaches the cultural and communicative targets one has set oneself, and what kind of processes, instead of structures and models, that lead up to these. Both in relation to the individual library's users and to its other stakeholders.

When the libraries invite their partners inside, they open the doors in order to break that 'arm's length' that is otherwise considered to be a cultural-political foundation. It is impossible to cooperate, if you don't open up; the very interaction with others provides this opening. With web 2.0 and more interaction and discussion with the users, the doors will open even wider.

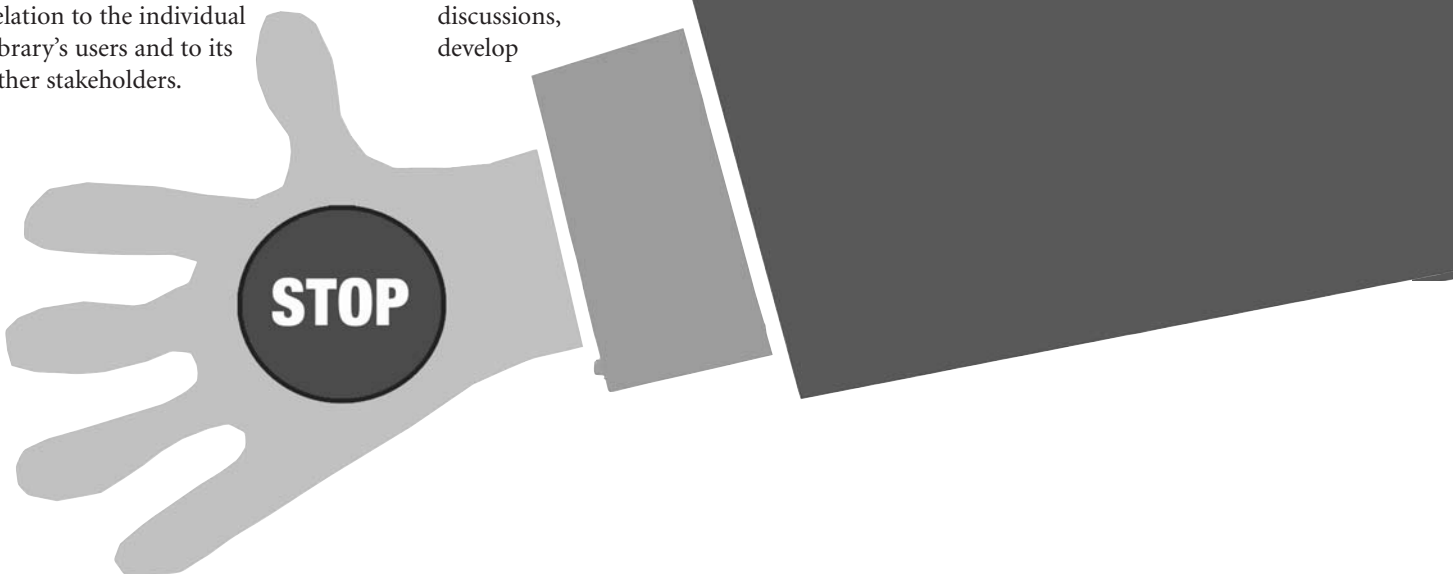
The only people who are not "invited inside" are political decision-makers. Here both parties feel bound by the "arm's length contract". The intellectual capital statements provide an opportunity to assess the relation to all stakeholders based on common goals. Politicians should be considered one group amongst many stakeholders, not just regarded as a chest full of money. They should also be invited inside the workshop, and included in mutually binding discussions, develop

common intellectual property. The objective would not be to coax the politicians into sending more money – but in the spirit of the knowledge society: to provide mutual insight and contemplation. Thereby waving goodbye to the industrial society's library concept.

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Translated by Vibeke Cranfield



‘Learn more about IT’



In 2009 the network ‘Learn more about IT’ started up in earnest. This initiative plays a major role in a broad societal effort to improve Danish citizens’ IT competences.

‘Learn more about IT’ is a national network, comprising the entire library sector, unions, all municipalities, adult educational associations and interest groups concerning the elderly, IT and non-ethnic Danes.

The network was established when analyses of the Danes’ IT skills showed that although the public as a whole have generally come a long way in terms of using IT, it is still clear that more must be done to make sure that everybody reaches an acceptable standard of proficiency. The Danish community is becoming ever more digitised, and it will become steadily more difficult for people to manage if they are unable to use the increasing number of public and private IT self-service solutions. International surveys have also demonstrated that citizens with IT skills are less likely to become redundant than citizens without these skills. With this in mind, the Danish Ministry of Science, Technology and Innovation decided to launch a number of initiatives to improve the Danes’ IT skills, and here ‘Learn more’ is a central element. Despite their widely different backgrounds the network partners are totally agreed that via ‘Learn more’ it will be possible to motivate the 20% of the Danish population without - as well as the 20% with limited - IT skills

to discover the advantages of being able to use IT in their everyday lives.

Ownership and a united approach

The network has opted for a flat organisation where everybody contributes to the collaboration on IT mediation to the Danish population. The National IT and Telecom Agency, which is part of the Ministry of Science, Technology and Innovation, started the ball rolling, but the actual pivotal point is that all partners enjoy ownership of ‘Learn more’ and are active players in the current development of activities in the network. This is the only way to ensure impact, continuity and innovation.

The libraries as focal points

From the very beginning it was essential for the IT and Telecom Agency to form a partnership with the library sector, because the libraries have direct contact to the public as well as having the mediation of knowledge as their core obligation. Here the individual citizen can receive free, manageable instruction in IT – IT mediation – which is easily accessible and tailor-made individual needs.

With a view to supporting IT mediation libraries all over the country have, just like their other partner organisations, given their staff time off to participate in intensive courses on IT mediation using a particular pedagogical concept. The concept is targeted anyone who works with mediation and learning within the IT area, and enables the organisations to prepare espe-

cially relevant instruction material in IT for the purpose of teaching the citizens at an advanced pedagogical level. So far there has only been positive feedback: By using this approach people are able to tackle IT safely and happily and to use it later on. It should be mentioned that the pedagogical concept is not a ‘must’, but only an offer to the partners involving a thoroughly tested, relevant pedagogical method to be applied in IT instruction at – particularly – beginner’s level.

Trained IT mediators also offer ‘on the job training’ in 2010 in the pedagogical concept of ‘Learn more’, and colleagues in the library as well as in other organisations in the network have welcomed and accepted this. The IT mediators offering ‘on the job training’ come from the libraries and the training is encouraged and supported by the Danish Agency for Libraries and Media and the National IT and Telecom Agency.

The library sector’s active and constructive role in ‘Learn more’ is without exaggeration absolutely vital for the implementation of the initiative and its continued success in Denmark.

The Danish library act from 2000 stipulated an extension of the libraries’ obligatory tasks, which i.a. increased the focus on digital media, including internet-based services. The libraries have in their general mediation task embraced the coupling of mediation and the digital media in various ways



Nina von Staffeldt

over quite a number of years. As mentioned earlier, 'Learn more' arrived only last year and thus landed right in the middle of IT mediation activities in the libraries. In the IT and Telecom Agency, as well as in the partnership as a whole, we have therefore greatly appreciated the commitment and tenacity with which the libraries have joined 'Learn more' and integrated the initiative in their daily work. We are particularly pleased that the library sector sees the IT-pedagogical nationwide collaboration with others players as being both relevant and beneficial, and consequently also supports the general conception that together we are certainly stronger.

How do the network partners use each other?

One excellent effect of the network collaboration is that due to 'Learn more' partners at both local and regional level work together on IT mediation and IT courses for the public. For example, the local library helps citizens, who have participated in IT introductions here, move on to more in-depth IT courses at The Danish Association of Senior Citizens or at the local adult education association.

After a nationwide TV and radio campaign in autumn 2009, the purpose of which was to encourage the Danes to use IT, the local collaboration proved its worth: The campaign really gripped the population to the extent that subsequently there was an increased demand for introductory IT courses/

mediation by many 'Learn more' partners. Here the network partners have helped each other with for example the loan of premises for IT instruction and extra instructors.

'On the job training' is also being used, e.g. when staff from the local library and citizen service centre are instructed in how to prepare user-oriented IT mediation and in the use of the many freely available teaching aids which are to be found on the network's common resource www.it-formidling.dk. The site has proved to be a forum for news, cooperation between IT mediators, exchange of pedagogical material etc.

Coherence crosswise

Apart from local collaboration, the network also supports larger national, joint digitisation campaigns by offering user-oriented instruction in the use of concrete solutions. In 2010 the network is i.a. collaborating on supporting the promotion of a new, public digital solution (NemID) for all citizens in Denmark. The partners are offered free teaching and campaign material, and the network coordinates dates so that IT mediation and IT instruction coincide with the relevant public campaign. In this way the greatest possible cohesion and impact are secured for the country as a whole.

The libraries and 'Learn more' in the future

There is no doubt that the libraries now, as well as in the future, will be very strong operators in the network

when it comes to getting through to the public.

This will show itself at the pedagogical level where we shall continue education and 'on the job training' of IT mediators, as well as provide more learning modules at www.it-formidler.dk. This also applies to the continuous coordination of national digitisation campaigns.

In 2010 and 2011 we are also planning to focus on the possibility of IT proficient people helping those with lesser skills within this field – the so-called 'citizen-to-citizen instruction'. When it comes to campaign material, information and mediation to the public, the libraries will be in great demand.

To keep up with the times 'Learn more about IT' must keep renewing its focus. We are therefore very keen to hear about the experiences from other countries, and we encourage everybody to contact us with information, comments or questions.

We regard 'Learn more' as a unique, national collaboration and are very pleased that the network is growing steadily and gaining more impact. And we hope that in the future, too, we can share knowledge with players in the rest of the world and strengthen the IT competences of the public to everyone's benefit.

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Partnerships in the North Calotte Area

The province of Lapland is located in the North Calotte Area and the Barents Region. It borders Russia in the east, Norway in the north, Sweden in the west and the province of North Ostrobothnia in the south. The area of Lapland is 98,985 km, which makes it Finland's largest province, covering 29 percent of the country's entire area. Distances, both within the province and to the more populated areas, are long. There are 21 municipalities in the province of Lapland, three of which are cities. There are three more densely populated municipalities and the rest of the municipalities (15) are rural. The population of the province is approximately 183,000 and the population density is two residents per square kilometre.

The circumstances in Lapland pose challenges to library activities: producing library services costs more, library professionals are isolated from their networks and the development of library services is hindered due to the long distances. These threats were acknowledged long ago, and they were transformed into engines for development. The basis of development has been collaboration, which, in many cases, has developed into partnerships. Collaboration is on-going and continues within the province and all directions of the compass across provincial and national borders. Partnerships involve concrete activity based on mutual needs and objectives. The goals of

this activity are deemed so important that the various participants are solidly committed to achieving them. Commitment creates trust, which is a vital condition for partnership.

Collaboration pertaining to library systems has been on-going since 1992 when the Aurora Library Network (currently Lapland Library Network) was established. The network, which has grown gradually, now covers nearly 80 % of the region's municipalities. Presently, a library network inquiry is being initiated by the Provincial Library of Lapland, based on a system and user interface that cover at least the region of Lapland.

A joint library system has been the focus of many projects, but new developments in technology have been extensively evident in the services offered. When the library system made independent interlibrary lending possible for patrons at the beginning of the millennium, the Rekku service was initiated and it involved the transportation of library material cost-effectively all around Lapland. Rekku has significantly influenced the joint use of material, making use more efficient, and put interlibrary lending in Lapland at the top of statistical charts in Finland. Rekku also has connections to the transportation systems of the libraries in the North Ostrobothnia and Kainuu provinces.

Regional partnerships are important in the everyday activities of libraries. Regional collaboration among libraries involves materials acquisition, continuing education and mobile library services. The five municipalities of Sea-Lapland have created a joint strategy for developing regional library services. The purpose of the regional service plans is to serve the region's patrons as equally as possible by producing the same level of services for all. This synergy has also generated advantages relating to the use of resources; the same service is cultivated once and then replicated around the region. Representatives from the Haaparanta library on the Swedish side of the border between Finland and Sweden have also participated in the meetings involving the region's libraries. Regional collaboration has also paved the way to the establishment of two joint libraries in Lapland: the Sompio library consists of three municipal libraries and it was opened at the beginning of 2009. The Tornionlaakso library will open in 2011 and it will combine two municipal libraries. The idea behind the establishment of the libraries was the optimal utilization of administrative, professional and developmental resources. The combining of libraries was the idea of the library administration and staff and not the municipal administration. Library administrators have justified many times the reasons why a joint library



The regional administration for libraries is located in Rovaniemi (Left: Library designed by Alvar Alto) in Lapland and (Right) in Oulu in North Ostrobothnia. Theatre and Library



Satu Ihanamäki

institution is an important and sensible solution in the region. Partnership among the libraries has been a crucial factor in these administrative reformations.

Collaboration with the North Ostrobothnia province has been close. Two library networks cross provincial borders and they are bound by local culture and a long history of collaboration. The joint assessment project, *Parkki*, which took place at the beginning of the millennium, gathered together libraries that represented different sectors in both provinces. The project involved the development of assessment methods; after the project, collaboration involving assessment continued in North Ostrobothnia among the libraries in the entire province.

The construction of the Pohjanportti database service involved the gathering of professionals in the north as far away as the Kainuu province. The service makes it possible for patrons to use databases in public and academic libraries and to obtain material from networks in several public libraries located in the three most northern provinces. Pohjanportti was an extensive joint endeavour, which consolidated partnership, especially among the regional libraries that created the service.

Collaboration in Lapland has not been limited to activities among libraries; rather, it has been extended to include other related organisations, such as museums and cultural centres. Data service collaboration with museums began with the *Monet* project at the turn of the millennium. The Lapponica data service, which was created during

the project, comprises libraries from all sectors, the larger museums and the latest newcomers, the North Calotte Cultural and Research Centre in Sweden and the institute for the research of the Kven people located in Norway. The data service team is highly specialized in knowledge about the North, and it is a part of the nation-wide Ask-a-librarian network service. Joint knowledge of the expertise and data systems available in different organisations has promoted collaboration and offered a channel with which to serve mutual patrons. The Lapinkävijät network is also the product of mutual expertise in cultural centres.

International collaboration began officially in 1963 when library directors representing the main libraries in the North Calotte Area gathered in Rovaniemi. One of the outcomes of the meeting was an agreement to exchange collections. The meetings among the directors were extended in 1971 to include library staff in the Calotte region, and this tradition has continued every other year with the Barents Library Conference. During the initial years, the region's challenging characteristics and mutual, contiguous cultural history, which comprises the Kven, people who speak Tornedalian Finnish (a language spoken in the Tornionlaakso region) and the Samí people, were unifying factors for collaboration. In 1987, collaboration was extended to include the Samí library district. International collaboration has continued in the form of projects pertaining to digitisation, content production and training.

International collaboration also involves the activities of two mobile libraries: the Muonio mobile library

runs in four municipalities in Finland, Sweden and Norway and the Karasjoki mobile library in three municipalities in Finland and Norway. The joint bookmobile supports and strengthens a regional identity that is artificially fractured by state borders. Joint mobile libraries make the use of resources more effective and the entire existence of the service in general possible.

The state-run regional administration for libraries is located in Rovaniemi in Lapland and Oulu in North Ostrobothnia. The scanty human resources are utilized in joint planning and to initiate further education, the bases of which are the needs pertaining to library work in the North and the interaction of professionals.

The levels of collaboration and partnership have changed and become more diverse. The various needs have gradually led to more focus on less extensive, expert-level networks as opposed to organisation-related partnerships on the administrative level. According to former director of the Provincial Library of Lapland, Heli Saarinen, all possible resources from the joint data systems have been used and it is time to combine staff resources. She emphasized that collaboration is efficient and productive when the level of trust is high. Collaboration is carried out and partnerships are created when doing things together generates mutual added value. Collaboration in Lapland has produced concrete financial savings and made activities more efficient. This is where the North is a pioneer.

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Twinning - a development method?





**Anna-Stina
Axelsson**

The Twinning project started in September 2007 and ended two years later. The project aimed to investigate whether twinning - cooperation - might be a way for libraries in developing their activities. The inspiration came from an earlier project, in which two smaller libraries by exchanging ideas produced positive results.

Inspiration also came from the school sector, whereby collaboration between schools in some places is an approach in which activities can be evaluated. Even in the corporate world so-called benchmarking is a process used in developing organisations.

Within the library sector it was previously used for international contacts between libraries, such as within IFLA. Several other projects involving comparing library activities have been implemented earlier, in Sweden and other countries.

The Twinning project was a collaborative undertaking between nine county and regional libraries in central Sweden and in which the Stockholm Regional Library was the project owner. It attracted almost 40 public libraries and the funding came from the National Arts Council.

When the Twinning project began the project management paired off libraries in couples, who wished to work within similar areas of activities and who shared similar conditions. Areas of focus could, for example, be marketing, media issues or children's activities.

Testing methods

The project had a broad approach in that the participating library staff in addition to the cooperation itself also received instruction in applying various methods of knowledge development. Just as much as Twinning was tested, there were also tests as to how these methods worked in collaborative ventures. Some of the methods used were observation, process mapping and focus groups.

It is debatable whether Twinning in itself is a method and what is required of a work approach in order to be called a method. Visiting another library can be rewarding in itself, but this project aimed higher. The project idea took as its starting point that it is not enough to meet over a cup of coffee in order to instigate a process. Libraries need their own goals in order to achieve development. Only then can Twinning become a method.

During the two project years there were organised study days in which project participants were able to examine the different methods at workshops. In between these it was intended that the Twinning couples arranged their own meetings and could receive support by the county libraries if they so wished.

Results

The results from the project varied from library to library. In some places one could see a tangible change in their activities. Elsewhere, the project left no lasting effect whatsoever. In a few libraries something was initiated that could lead to activities over time.

In their final reports, library staff indicated both advantages of the Twinning method and difficulties they had experienced in the project. Here are some quotes that reflect the positive experiences:

“We believe that Twinning has great potential for change, development of something new but as yet not part of ordinary operations. But it can also be used to evaluate current practices and services/activities and not least, create networks that are not only useful for just the activities that the Twinning method concerns.”

“It is a great way to ‘gain perspective on one’s own activities’ by mirroring others’ activities. Cannot be stressed enough as a method for development!”

In brief, according to project participants the benefits of working with Twinning were the following:

- By meeting new colleagues one has gained new knowledge that is of use.
- To see other approaches and get others to view one’s own library offers new perspectives.
- We have received feedback on activities we otherwise would not have got.
- A mirror effect is achieved when one sees colleagues performing the same tasks as you do. It can lead to both confirmation and self-criticism.
- The project has created new relations with colleagues at other libraries.
- In some quarters it has become a new start for their business.



Meetings, discussion, collaboration and knowledge sharing is vital for the success of the project.

- The Twinning approach has provided an opportunity to discuss and reflect on its own activities.

There have also been difficulties in the project. Some of them may be linked to the project design in itself and some to the Twinning format. A quote which reflects this:

“It’s been very difficult to hold together the group. We felt at a loss when our partners were not able to prioritize these issues to a greater extent. We feel we have not really succeeded in developing contacts and cooperation. The expectations varied and there was a distinct lack of a genuine climate of cooperation.”

This is a summary of the difficulties that libraries have indicated in their reports:

- Geographical distance between libraries is a hindrance. Travel costs time and money.
- It has sometimes been difficult to be more than two collaborators. (For various reasons, some of the libraries worked in groups of three.)
- Lack of common goals for libraries. The cooperating Twinning libraries have sometimes had different goals or even unclear goals related to the project.
- Different expectations and different opportunities among the cooperating libraries in devoting time to the project.

- It has in several cases been difficult to engage library staff, including management.
- It is difficult to put abstract thoughts into practice when developing something more permanent enabling the work to advance.
- It has been difficult to attain working structures. Work plans and the like have often been lacking.

Success factors for Twinning

What should one consider when looking to work with another library and developing activities? Based on the experience of the Twinning project it has been concluded that Twinning is an effective tool in developing methods if the following points are met:

- Keep the format on a small scale - two libraries working together.
- Reasonable geographical proximity between the libraries.
- Cooperating libraries should have similar goals. The objectives should be clarified.
- Strong support from external instructors.
- Time and energy should be spent on planning and structuring work plans.
- Libraries should adapt additional platforms for communication as an option between the actual physical meetings, such as virtual meetings and web-based platforms for discussion, collaboration and knowledge sharing.
- Accuracy in selecting alternative methods of knowledge development and evaluation.

- Continuity needs to be upheld, even if library staff or management has changed. Knowledge is needed in the staff groups to create participation of all concerned.
- The development makes clear that in many cases, changes in activities need to be made. A state of preparedness is necessary to handle this, so that the positive effects may be utilised.

One important result of the Twinning project was the book *Ett steg till! En metodbok för biblioteksutveckling*. The book aims to inspire others who want to work with development using co-operative strategies.

Text and photo:
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This article is an adapted version of the chapter “Twinning” in the book: Aleman, Lotta, et al (2009). *Ett steg till! En metodbok för biblioteksutveckling*. Twinningprojektets slutrapport, Regionbibliotek Stockholms skriftserie 3. The book can be ordered from the Stockholm Regional Library, regionbiblioteket.ssb@stockholm.se Price: SEK100. It can also be downloaded free of charge as a PDF from www.regionbiblioteket.se/twinning

Translation: Jonathan Pearman



Photo: Odd Letnes

Library in the local shop

In the little community of Bjelland in Marnardal municipality, a rather unusual cooperation between the library and the local shop has led to a win-win situation. The people in the community have got better library services and the local shop is no longer threatened with closure.

The small branch library in the community was only open three hours a week. Now it is the shop is opening hours that count and that means being open six days a week the whole year. No more closing for the summer either!

The shop puts a suitable area of its premises at the disposal of the library and the shop staff register loans. The collection comprises about 2,600 books

in addition to newspapers and a PC. Qualified librarians come in at set times one day a week and tidy up the collection, which is renewed at regular intervals.

The cooperation between the library and the local shop started as a project in 2006, but it is now so successful that the parties wish to continue.

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DENMARK



Deadline every Wednesday - Ask a politician

Libraries once again claim their place as centres of democracy when all interested citizens in Denmark are able to approach politicians with their questions live every Wednesday on Deadline 17.00, a programme on current political issues.

The Danish Agency for Libraries and Media has made an agreement with the Danish Broadcasting Company for the viewers' questions to be broadcast from ten public libraries around the country. Questions can also be sent by email and sms, but the libraries involved are equipped with web cameras, a pc and staff who can help the viewers in contacting the programme. The connections from the chosen libraries were tested in early 2010 and the live questioning hours started in early May.

All libraries have been provided with PR materials to help them promote the new service. The aim is to include all main public libraries and eight of the biggest research libraries in the project.

<http://www.bibliotekogmedier.dk/nyheder/>



Campaign-material from
Climate Channel

The Climate Channel

More than half of the public libraries in Denmark showed programmes related to climate change and especially news from the Copenhagen Climate Conference on TV screens in December 2009. The Climate Channel initiative was a cooperation between the Jyllands-Posten newspaper, the Aarhus University research centre Digital Urban Living, the municipality of Aarhus and the Indholdskanalen.dk.

The Contents Channel is a database containing information produced for screening at libraries. The contents

consist of pictures, text, video, streaming videos such as YouTube inserts and later on, also sound. It was founded in 2009 by the libraries in Aalborg, Fredensborg, Gladsaxe, Guldborgsund, Holbæk, Køge, Copenhagen, Odense, Roskilde, Silkeborg, Slagelse and Aarhus. It is hoped that even more libraries will join the project when more contents will become available. A project leader and an editor have been appointed to further develop the service.

Danmarks Biblioteker 2 : 2010

Your life, your hopes, your dream library: Users shaping the local library policy

In Rudersdal the local community has been involved in drawing up a new library policy for the public library. Come to think of it, it is surprising the users are not a part of the policy process more often – it is, after all, for them the library exists. The library staff together with the local partners and the citizens worked on defining the future of the libraries in the municipality. The process was time-consuming and demanding but also rewarding and inspiring for all involved. The thoughts, ideas, wishes and needs of the users were discussed at different stages and several concrete forms of cooperation were utilised. The children built the



library of their dreams out of Danish Lego while the 7th graders took part in an essay competition. All users could comment on the plans on the library web site. Eleven user groups consisting of 54 inhabitants were formed and interviewed as focus groups. Also, eleven groups of collaborative partners got the chance to voice their opinion on the contents of the library policy. A draft policy was discussed at a municipal meeting for all residents of Rudersdal. The final policy will be discussed and approved by the municipal executive board.

Danmarks Biblioteker 3 : 2010



FINLAND

Connecting people: authors and readers meet at the library

Helsinki City Library celebrated its 150th birthday by, among other things, setting up an authors' studio at one of its central branches. Every day during the National Reading Week a different author worked at the studio and the visitors could watch the authors at work and follow the progress of the literary text on a big screen and comment on it. The National Broadcasting Company broadcasted live from the library. The intimate act of writing and the openness and public presence enabling an encounter between public and author were combined in the happening, explained the publicist of the city library. The idea behind the authors' studio was that books are about communication, they connect authors and readers which the library also does.

http://yle.fi/alueet/helsinki/helsinki/2010/03/kirja_synty_lukijoiden_essa_1550181.html

Vallila Library goes green

The goals of sustainable development and the management of environmental questions were the starting points of the environmental project at Helsinki

City Library. Vallila Library was chosen as the pilot organisation in a project where the carbon footprint of the library was estimated. The energy consumption of the library, the effects of the acquisition of materials, the library's waste production and also the commuting habits of the staff were measured. The information was gathered directly from the staff, by physically weighing the waste and by combining data from different databases.

New measures for improving the ecological condition of the library were starting to form already at the gathering of data stage. Sometimes it was simply a question of the library having forgotten about a simple way of saving energy or of reducing the amount of waste.

The Finnish Carrotmob targeted the library in April in order to get the branch to halve its carbon footprint by the end of 2012. The consumer activist group challenged the library into committing itself to the goal if the Carrotmob could lure twice the normal number of visitors to the library on a given day. The campaign day, 'The World Exhibition on Sharing' was a success which means the library is now happily working towards the goal of cutting down its carbon footprint.

Kirjastolehti 2 : 2010



NORWAY

Library-produced alternative to social media

The Deichmanske Library in Oslo has set up a web service called Reaktor which combines in a new way the functions more commonly offered by the commercial social media services such as Facebook, Flickr, YouTube or MySpace. The Reaktor is a non-commercial, native alternative for users interested in creative writing, making films, animation and music or taking photographs and drawing comics.

The Deichmanske and the Trondheim City Library have received a state grant which enables them to develop a Norwegian service for Norwegian users. Anybody can publish their own files, comment on what the others have posted and network with other users. The peer reviews form an important part of the Reaktor. The service was kick-started by a competition judged by a jury of professionals in the fields of e.g. photography and comics. In April 2010 you could choose between

40 prose poems, around twenty short stories, dozens of animated videos, hundreds of comic strips and several dozens of music videos and sound files. All files are described using tags and most have been commented on.

<http://www.minreaktor.no/>
Bibliotekaren 2/2010



Mobile library service promoting Sami language, culture and literature

How many cultural policy arguments can you combine in any one service? The cultural bus operating in a sparsely populated minority language area in Troms promotes the Sami language, culture and literature, its most important target group being school children.

The mobile library visits kindergartens but also serves the adult population in the municipality. The services represent cooperation across municipal spheres of activity within the town but also regional cooperation between different municipalities. It is a popular form of service: at most stops all users borrow two to three books. Apart from literature, the bus mediates visual arts, music and local heritage, it brings authors and artists to the villages, organises classes, lectures and events. It is also a flexible service. When an 83-year old user, each time eagerly waiting for the bus ahead of the scheduled time, had difficulty carrying her twenty-odd loans to the bus stop, the stop was simply moved closer to her home.

Bibliotekforum 9 / 2009

Get them young to keep them coming to the library

The Trondheim City Library has founded a children's university for 8 to 12-year olds thirsting for knowledge. The uni arranges lectures on science and humanities alike. The service was first started during the national research week with the first lecture explaining why people get fevers. The lecturer was a chief physician from the local library. Other lectures have discussed the origin of the universe and puzzled over whether stones can tell a story. The lecturers have been university researchers and professors. Children who have taken part in three lectures get a certificate from the children's university.

Bibliotekforum 9 / 2009

SWEDEN

Strengthening the bond between library research, education and professionals

The Swedish School of Library and Information in Borås has started a program where each student can be appointed a mentor from a library. Participation in the programme is not compulsory but it's still been popular: 27 students registered for the mentoring programme during the first year. The mentors and adepts meet around three times a term during the last three terms of the education.

The mentors are library professionals who help the students to get insight into the different forms of library activities and operations. They get their travel expenses covered by the Library School and are welcome to any seminars and conferences the School orga-

nises. The library school believes the mentoring programme will help to see the connection between theory and practice. The mentor gains new knowledge and experience, gets to know the curriculum in library education and receives information on current research projects and results. One of the most important goals of mentoring is strengthening the relationship and cooperation between library education, research and library and information professionals working in libraries.

Biblioteksbladet 3 / 2010

AudiIndex : The Talking Library

Libraries stock talking and large print books but if you are visually impaired, using the library without assistance can be tricky. The Talking Library project in Uppsala City Library and Häbon and Enköping public libraries enables

people with visual impairment to make their own discoveries, at their own pace at a library.

The AudioIndex service based on RFID technique includes a finger reader which is attached on the index finger. The reader is connected to a hand-held computer and headphones while the books are of course equipped with RFID tags. The compact hand-held computer can be hung around the neck. When the user points at a book with the finger reader, a speech synthesizer reads aloud the title, author and description of the book.

The AudioIndex service is the result of a cooperation between the Umeå Institute of Design and Umeå City Library. The aim is to introduce the service at all Swedish public libraries.

http://www.lul.se/templates/page_7251.aspx



Photo: Ross Becker



IFLA 2010 i Göteborg 10.-15. August

Ca. 3,300 delegates from 128 countries participated in the conference. Agneta Olsson, head of the Swedish national committee and director of the university library in Göteborgs universitetsbibliotek, was in charge of the official opening of the conference. She used a phrase from an old ABBA-song, "Take a chance on us" to welcome the assembly. A look-alike ABBA-band performed the wellknown ABBA-hit - and that was indeed a joyful start to the conference.

Keep up with developments in the Nordic public libraries in Scandinavian Public Library Quarterly

Scandinavian Public Library Quarterly
Volume 43, no. 3, 2010
SPLQ
Ministry of Education and Culture
P.O.Box 29
FI-00023 Government
Finland

Legally responsible publisher:
Editor-in-chief
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Ministry of Education and Culture

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Swedish Arts Council

Lay-out: Staehr Reklame & Marketing
Print: C.S.Grafisk A/S
ISSN 0036-5602
Electronic ISSN: 1604-4843

Scandinavian Public Library Quarterly
(SPLQ) is published by the Nordic
Public Library Authorities

Scandinavian Public Library Quarterly

www.splq.info
