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This issue

LIBRARIES AND VOLUNTEERS

UPDATES ON PUBLIC AND RESEARCH LIBRARIES IN SCANDINAVIA

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● Libraries are institutions created for people to use free of charge. They are often financed with our tax money and their ideas and needs for activities frequently surpass their available resources. Thus, it is not surprising that libraries seek voluntary manpower to enable realization of desired projects. And there are many creative projects made possible thanks to thousands of engaged people who volunteer some of their time and knowledge for others to enjoy. In this issue of SLQ you can read about some of them, and about some of the projects accomplished thanks to them.

But there is more: for example a public library run by a private limited corporation – in a way the opposite of voluntary collaboration – and a new method to document the effect of libraries' achievements.

All this, and then some more is what you can find in this issue of SLQ.



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Cover photo: Young student volunteer supporting children's home-work questions on www.lektier-online.dk.
Photo: Statsbiblioteket – The State and University Library. A public institution under the Danish Ministry of Culture

Digital inclusion in Sweden

In Sweden, we have been talking more and more about digital inclusion over the last few years. One starting signal was when the study “Swedes and the Internet”, compiled yearly by the Internet Infrastructure Foundation and the World Internet Institute, showed that almost twenty percent of Sweden’s residents didn’t use the Internet.



Christina Jönsson
Adrial

The last thirty years have involved a radical development of access to information, but not everyone has access to the new opportunities, or can use them for other reasons. More and more people are noting that the rapid expansion of e-society can have a downside: that it is becoming more difficult to get access to the services of society and business in the old, usual ways. This can be seen in a particularly concrete way in libraries. Visitors come in every day asking for

help with using the Internet and e-services such as ordering tickets and banking on line. Through their accessibility, public libraries have become an important societal resource; in many towns the library can be the only opportunity for this kind of help and for access to technology.

Volunteers for digital inclusion

The Digidel2013 Campaign started in Sweden in 2011. It’s a network of volunteer organisations, public operations and private companies that together decided to focus on the issue. The libraries were given an important role. The goal of the campaign was to use their joint forces to get at least 500,000 more Swedes to start using the Internet by the end of 2013.

Their motto:

- digital inclusion is a requirement for a properly functioning democracy
- all residents of Sweden shall have the opportunity to be digitally included
- knowledge of how to do something is important for digital inclusion
- usability and accessibility for everyone are important factors for digital inclusion
- the many can help the many to be digitally included
- digital inclusion is a concern for everyone in society.

Volunteer efforts to meet the need have been numerous and creative. E-workshops, where municipalities and other entities collaborate to offer free guidance, were created in many places.

Operations with young people born and raised outside Sweden as IT guides were started in other places. By helping senior citizens with the Internet, they have the opportunity to practice the Swedish language and also learn more about Swedish society. At the same time, the senior citizens learn how to navigate and use the Internet.

500,000 new Swedes online

In December of last year, we were fortunate to be able to state that the campaign’s goal of getting an additional 500,000 Swedes onto the Internet had been achieved. On the other hand, isolation from the digital world is a problem that remains, and volunteer efforts in the country’s libraries will continue, with or without a campaign.

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www.internetstatistik.se/artiklar/english-version-of-swedes-and-the-internet/

Opportunity to strengthen and develop local libraries

For the libraries of today, it is quite natural to examine the possibilities for developing the local library's services through new partnerships. Here collaboration with enthusiastic volunteers in the local community springs to mind. Experience has taught us that this kind of collaboration can enhance the value of the local library. But how does one involve the volunteers in a constructive way, which considers the interest of volunteers as well as the library staff?



Ole Bisbjerg

For several years, Billund and Ikast-Brande Libraries in Jutland have enjoyed a close collaboration with volunteers about libraries in small urban communities. As far as the volunteers are concerned, the background for this collaboration is i.a. a strong wish to sustain and vitalize cultural offers locally, and for the libraries, it is a question of the undoubted advantage of having a clearly defined collaboration group, which can communicate the library's offers, assist in practical tasks – and primarily act as local 'library ambassadors'.

In the project *Active citizenship* (2012) the two municipalities have charted and systematized the collaboration with volunteers and developed models and recommendations, which will be described in the following. The project was carried out with financial support from the Danish Agency for Culture.

Volunteers as staff

The volunteers should become a natural part of the library organization and not just undertake isolated tasks. There should be frequent meetings, so that volunteers and staff get to know each other well, and the borderlines between 'us' and 'them' are removed. The shared feeling of

responsibility in relation to the local library is the glue that unites volunteers and staff and creates synergy.

Management should incorporate the collaboration with volunteers in the personnel policy and enter into a dialogue with the volunteers about their approach to and experiences of the collaboration.

Objectives and action plans for the collaboration in the local library should be worked out in order to provide a common frame of reference for staff as well as volunteers – so that, for example, the staff do not feel that the volunteers are taking the work away from them.

Competency requirements

Clarification and development of competences is another important area. The volunteers possess widely differing competences and expectations in relation to the partnership, and it is essential to clarify both aspects before each volunteer starts work.

Library staff need to develop their competences in terms of directing and developing the collaboration. They should, for example, be able to facilitate processes and motivate volunteers. Conflict management and people skills are also very important competences.

Communication and information might pose challenges to the collaboration between permanent staff and volunteers. The volunteers need to be well informed in terms of the library's services, activities and new initiatives to enable them to act as 'library ambassadors'. Guidelines should therefore be prepared for this area of collaboration.

Professional leadership

Our project shows that when collaboration with volunteers is based on respect, appreciation and professionalism, the possibilities of sustaining and strengthening the local library offer are very good, indeed. The collaboration also offers the potential for developing a comprehensive library service in the municipality and improving it even further. I would, therefore, wholeheartedly encourage the partnership with volunteers.

In connection with the project, a manual has been published: *Volunteers in the library*, which can be downloaded via Billund Libraries' homepage: <http://billundbib.dk/node/1094>

OleBisbjerg

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Room for voluntary work in the library?

The economic situation in municipalities in Finland has given rise to a discussion about voluntary work in public libraries in chat forums, at seminars and in Kirjastolehti - the Finnish library magazine.



Kristiina Kontiainen

Finland's Library Act regulates that all municipal libraries must have professionally educated personnel along with a sufficient number of other personnel. The Library Decree defines more closely the educational structure and qualifications personnel must have. The Quality Recommendation for Public Libraries provides more detailed recommendations for the number and quality of the personnel in public libraries. The chart below portrays the objectives set for the number and quality of library personnel as well as the extent to which they were observed in Finland in 2012.

The objective among the personnel with a professional education has been achieved well, but there is still room for improvement as regards the other objectives. However, there are extensive differences between municipalities. The service structures of the municipalities are being reformed and municipalities are being merged together, which threatens to reduce the number of libraries and personnel.

Pros and cons of voluntary work

The waves of discussion have surged in a crisscross direction. At best, voluntary work involves the empowerment and participation of the patrons and the entire community to develop library services, for example in the form of patron panels and

production of events. At worst, voluntary work can be seen merely as a way to save money, replacing professional employees without consideration for the quality and content of library work.

Libraries have extended their opening hours by offering some services without personnel, particularly in cases where a library has book lending and returning machines in use. In some libraries, the opening hours have been extended with the use of volunteers, which has brought the library even closer to the patrons and made it more important to them.

Professional principles

The greatest and certainly the most justifiable fear for library professionals as regards the use of volunteers is that anyone, who may not have skills in library work, can take the place of a library professional and, what's more, work for free. In addition to the decrease in the quality of service, there are questions of responsibility, uncertainty about the continuity of the services, a decrease in the appreciation of library work as a profession and a weakening in image.

There is an immense gray area between the extremes, but it can be cleared when voluntary work is limited to certain non-professional tasks. Libraries must clearly define the tasks, which can only be carried

out by full-time personnel with an education in library work. If libraries fail to do it themselves for professional reasons, then political decision-makers will do it for economic reasons.

No uniform position

Unionization among library professionals is extremely varied in Finland. Professionals in the field belong to different trade unions depending on their level of education and background organization. For this reason, trade unions do not have a uniform position about volunteer work.

The Finnish Library Association encapsulated the issue in a statement they made: "Professionals carry out library work; volunteers enhance the sense of community. Public, regulated, basic services cannot be carried out with volunteer work."

There is room for volunteers in the library, but management, development and library work are the tasks of the full-time personnel educated in the library profession. As the economy becomes more insecure, municipalities must not only observe the regulations in the Library Act and Decree, but also observe the spirit of them.

Kristiina Kontiainen
Head of Office
Finnish Library Association

Objective according to the Library Act and national recommendations	Situation (avg.) for entire country in 2012	Percentage of municipalities that have achieved objectives compared to all municipalities
70 % of the personnel must have a professional education	85 % of the personnel has a professional education	90 %
45 % of the personnel must have a higher education degree + studies in the library field	38 % of the personnel has a degree in higher education + studies in the library field	32 %
0.8-1.0 man-years/1000 residents	0.79 man-year/1000 residents	47 %
6 days of updating training/man-years/year	3.5 days	11 %
Library director must have a master's degree + studies in the library field	No precise statistics available, but the situation is good on average.	N.A.

Wooing the volunteers

Libraries and other public institutions in Norway focus on collaboration with volunteers like never before. Volunteerism is far more than just unpaid work. Why are groups and associations of volunteers attractive partners, and what opportunities do they represent for the libraries?



**Stian Slotterøy
Johnsen**

Some years ago, the group of Sea Scouts at Holmlia in Oslo thought they would not be able to put their boat on the water. Sea scouts are basically like other scouts – the difference being that they use the sea for their activities. That spring, their boat was in need of a major overhaul. The scouts knew exactly what was needed, but they did not have enough people to do the job.

Coincidentally, the scout group leader ran into the head of the local psychiatric outpatient clinic. Together, they came up with an idea: perhaps a poster in the waiting room at the clinic could recruit helpers to overhaul the boat?

As a result, forty patients enlisted as volunteers, helping scrape and paint the boat as well as making waffles and serving coffee to those who were working. It was a classic win-win situation. The scouts achieved their dream of seeing their boat on the water, and the patients could engage in a social and meaningful activity that helped ease their troubles for a day.

A diverse civil society

The scope of voluntary work in Norway is as diverse as the nature of our long and narrow country with more than 80,000 voluntary groups and associations. Here, people meet to engage in activities that interest them or to fight for a shared cause – such as human rights, poverty alleviation or protection of the environment.

All the NGOs share such characteristics as having a non-profit objective, being based on voluntary effort in the form of

unpaid work or gifts/donations, and not being established or governed by state or local authorities.

Among the most recent shoots on the tree of Norwegian organizations are the more than 1,000 groups and associations established by and for various groupings of immigrants. They have unique networks and skills that make them especially interesting as collaboration partners. Altogether 36 per cent of immigrants engage in voluntary work in the course of a year – a very high proportion, even by international standards.

Participation and equality

According to Statistics Norway, the voluntary sector generates NOK 101 billion of financial value (approximately 12.5 billion Euro). However, the NGOs also help build a vibrant democracy, safe local communities, networks, social capital and engaged citizens, and they are key arenas for non-formal learning. By working with volunteers, the libraries and others can help to reinforce these values.

The Norwegian tradition of volunteerism is based on participation and equality. Volunteers wish to decide for themselves what to do, and they want to have a say in setting goals and defining tasks. In Norway, anybody can establish an organization, and the great diversity of organizations bear witness to the fact that it is done quite frequently. In this way, the voluntary sector in Norway, Sweden and Denmark differs from the Anglo-Saxon tradition

which is more generally based on charities which tend to be established by people who hold a prominent position in society.

Much more than free manpower

When municipalities and public institutions seek cooperation with volunteers, they tend to be motivated by access to unpaid manpower. However, a public institution that only wishes to find someone to perform pre-defined assignments for free will most likely face difficulties in finding a partner among the NGOs.

There are many more reasons than this for cooperating with volunteers. One of them is to become familiar with new target groups. Cooperation can help establish contact with the organization's members and stakeholders. Most likely, this was the motivation that spurred the Oslo chapter of the Norwegian Trekking Association (DNT) into entering into partnership with the minority organization LIN (Equality, Inclusion and Networking), which is primarily engaged in self-development training for immigrant women.

Outdoor activities

The two organizations met through a collaboration on a joint outing in the forest. While many Norwegians enjoy taking a walk and enjoying nature during weekends and holidays, immigrants rarely participate in this traditional activity. LIN leader Bibi Musavi decided to do something about this.

The organizations now jointly arrange



The Norwegian Trekking Association (DNT) and the minority organization LIN (Equality, Inclusion and Networking), collaborate on a joint outing in the forest. Photo: LIN.

outings and outdoor activities, for which DNT provides instructors to the families of LIN to teach outdoor skills. In this way, LIN receives help for a popular activity among its members, while the Norwegian Trekking Association can introduce its activities to a new group. Herein, there are lessons to be learned by others who wish to reach out more widely with their services and activities, for example the libraries.

Volunteers with professional skills

Another reason for working with volunteers is quality. The organization *Books for everyone* is a prime example. It works to make good books available to everybody, and its initiatives include a scheme to provide a reading ombudsman, who is a person who reads aloud to others who cannot

read themselves, for example because of visual impairment.

Many of the voluntary reading ombudsmen are retired librarians or teachers, and they bring their professional skills and experience to the task. However, they also come as fellow humans. As a voluntary and unpaid activist, one can credibly claim to be there of one's own accord – not because somebody has ordered it. This establishes an equality and mutuality that cannot be achieved when the person in charge of the activity is salaried.

Successful cooperation with volunteers starts by recognizing that voluntary effort is not about free manpower, but is grounded in completely different values. Libraries that wish to cooperate with NGOs ought to start by getting to know such organizations that are active in their

local community: their concerns, their activities, their objectives, challenges and needs.

Perhaps there is a history association that may wish to disseminate knowledge on local history, a theatre group seeking an arena for their performance, or a minority organization which is interested in literature from their members' country of origin?

The key to success is to ensure that the cooperation will help both parties solve a problem or have a wish fulfilled. In this way, new values can be created – in the libraries, in the voluntary sector and in society as a whole!

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The small conference room in the language café is crowded with people who want to participate in the German language café.

Voluntary language learning



Annika Hjerpe

Would you like to practice your language skills without being corrected or graded by a teacher, in an informal and relaxed environment? Then perhaps a language café in a library, led by a volunteer, is the thing for you. The idea is to get away from the concept of school.

There are language cafés in libraries all around Sweden; in Stockholm, it started as a language exchange project where one library gathered together a group of people interested in learning a language so they could meet and exchange languages with each other. Now, several libraries in Stockholm arrange cafés with groups and a leader, who is most often a volunteer. The language café is usually one hour long and takes place mostly in the evening.

Some of the Swedish language cafés are daytime events and are arranged in collaboration with an educational association. Most of the language cafés in other languages – Japanese, Italian, Russian and German, for example – are led by volunteers who once participated in a Swedish language café and now want to pay it forward. To find leaders for the Swedish cafés, the Stockholm city library puts an ad on its Web page; it always receives a lot of responses.

Not like school

The idea of the language cafés is to get away from the concept of school; it is meant to be informal and pleasurable so that all participants feel relaxed and able to join the conversation, without being corrected or inhibited by the fear of making mistakes.

The Swedish language cafés are often frequented by students from SFI–Swedish for immigrants. The cafés offer them an additional chance to practice Swedish in a more relaxed environment. Or, as one SFI student put it: “At the SFI school you learn a lot, but it wasn’t until I came to the language café that I got the self-confidence to try speaking.”

Barbara Vehrs, from Kiel in northern Germany, came to Stockholm in December 2012. She simply fell in love with the city while visiting on vacation, and with a Finnish man who lives here.

“It is hard not to like Stockholm, when the weather is clear and the sun is shining. When I came here I learned Swedish by myself and went to a Swedish language



Barbara Vehrs participated in a Swedish language café when she was learning Swedish, and now she wants to pay it forward by volunteering to lead a German language café.

café to practice. I thought it was a good idea. It was a little difficult for me to find a job here and I wanted something to do, and there was no German language café,” she explains.

She still leads the German language café at the Kungsholmen public library in Stockholm, although she now has a job. Barbara Vehrs explains that usually about 10 to 16 people come to her café, and she prepares two or three subjects to talk about.

“It can be something I read in the paper or something that is of current interest in Germany. The participants can also bring up something they want to talk about. I try not to correct people when they make mistakes; unless the mistakes are very big, they should just speak.”

Cherfull atmosphere

The participants are starting to arrive. Barbara has baked a cake. Some of the participants discuss their arthrosis, in German. They call Barbara teacher and she is cutting her cake.

“You seem to be a tight lot,” one newly arrived participant says. “Perhaps I’m intruding?” The others laugh and their laughter tells him that he is welcome.

The group is mixed in age; about 16 people have arrived by now. Barbara is

passing the cake around and putting cups and thermoses with hot water on the table. Milk, instant coffee and teabags are on offer.

The atmosphere is cheerful and spirits are high; people are already speaking in German with each other before Barbara gets started. By now, there are 21 participants crowded around the table in the small conference room that houses the German language café.

Introductions

Barbara introduces herself, and says that since she knows some of the participants, but not all, everyone should introduce themselves with their name and tell something they liked about their Christmas and New Year. One participant says a word that Barbara writes on the whiteboard. She explains its meaning in German.

Around the table people are introducing themselves, talking about their holidays and how they learned German. Most of them studied German in school; some of them have children who married Germans and they want to be able to speak to their grandchildren. A few have one German parent.

Two more participants arrive during the presentation while Lotta La Mothe, 53, is



Claes-Göran Ingestedt wants to improve his German, just because he likes it.

explaining that she has a German father and a Swedish mother, and that they never spoke German at home; she learned it in school. She Googled “German conversation” and found the language café.

“I wanted to maintain my German and make speaking to my relatives easier. I had German in school for six years and repeated the last year a few years ago. I also took a course at university. This is the second time I’m here and I feel there is a lot in there; I understand everything I read and hear,” she says.

Different ages

Barbara helps when someone is struggling to find the right word. One woman is very shy and only says her name, but no one is pressuring her to say more. And that’s OK. Claes-Göran Ingstedt, 66, has participated in a German language café for about five years.

“I do it to improve my German. I don’t really need it, I’m seldom confronted with it but it’s a big language and it’s fun,” he says. “I’m not sure the language café has helped me to speak a lot better, but I understand much more,” he continues.

The youngest participant today is Rickard, 14. He found a notice about the language café in his local library. “I think German is incredibly interesting and I haven’t spoken it much; it has mostly been written exercises.”

He has been studying German in school for two years and speaks it better than many of the participants that have studied the language for six years. “I came here to speak and listen to German. It feels OK,



Lotta La Mothe is here to keep up with her German so she can speak to her family in Germany.

you shouldn’t be shy, everyone is on their own level and talking and I don’t feel awkward,” he says, adding: “I will be back.”

Many languages

Barbara asks which languages the participants can speak and a Rumanian man says he can also speak Japanese, and the conversation is turns towards Chinese. After half an hour two more participants enter the crowded room. “If you can find a chair,” Barbara says, and the conversation about the Chinese language continues.

One woman has noticed that Germans always want to speak English when she meets them travelling, but before they wanted to speak German. One man worked as a German translator and speaks very good German very often. Barbara skillfully keeps the conversation going, but when the group is this big – 25 participants by now – it is difficult to get everyone to speak; some are always more quiet than others.

German dialects, lederhosen and German cakes are subjects discussed before the hour of German conversation is over. Next time Barbara wants to find a solution, she needs another volunteer so the group can be divided in two, or close the doors after 16 participants. It is too much with such a big group, too difficult to get everyone to talk. But it’s great that so many people want to come and practise their German.

OTHER COLLABORATIONS WITH VOLUNTEERS

Boken kommer (The book is coming): Library staff or volunteers bring books and other media home to those who cannot get to the library themselves.

Läskraft (reading force): Volunteers receive training and then read to people with dementia.

SeniorNet Sweden: A volunteer organization that provides older adults training in, and access to, computer technologies, sometimes in libraries.

Legal counselling: Lawyers and attorneys volunteer to give legal counselling. In Stockholm this is available in several libraries; each visitor usually gets about 15 minutes of counselling. At Kungsholmen library a lawyer is in the library for an hour every second week.

Text and photo:
Annika Hjerpe
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PUBLIC LIBRARY KNOCK-OUTS

Hit it! Come on! Keep it coming! The cheering from the enthusiastic crowd ringside rises in volume. The opponent in the boxing ring is shaken, but soon recovers. A knock-out in extra time brings home the victory and the cheering rises to fever pitch!

Elin Tinholt

We are in Drammen Public Library. On the second floor, a large gaming screen has been mounted. At the moment, boxing is on. Four cheerful elderly ladies have gathered around the screen. Applause and laughter resound. Randi Dale is hitting with her right and left. “This works well against bingo wings as well as aggression!” she sums up after having finally floored her opponent.

Villa Frederikke in the city of Drammen, is an open day-time facility for people who suffer from early dementia but are still living at home. Since 2010, Drammen Public Library has cooperated with this institution with trials of computer games for seniors.

Key cooperation partner

“In the beginning, there was a lot of scepticism,” says Beate Magerholm from “Villa Frederikke”, “but the Tuesday bowling soon became incredibly popular, and our guests absolutely didn’t want to miss it. People get really enthusiastic, there is much laughter and high spirits. Between the rounds of bowling are breaks for soup or coffee. The one with the most strikes or points wins a lottery ticket. That too is immeasurably popular,” Beate smiles.

“Villa Frederikke has been a super cooperation partner for us. In 2010, when we wanted to develop a gaming option for the seniors, there was much that we knew little about. We needed a place where we

could test out our ideas and receive some feedback. People with dementia may have difficulties with spatial orientation, and may have trouble operating a hand-held console,” says Lena Hillestad at Drammen Public Library.

“Villa Frederikke helped provide knowledge on dementia, so that we could make special provisions for this group. We found that Xbox Kinect was highly suitable. Hand-held consoles, boards to stand on and other equipment proved to be unnecessary. Boxing and bowling are games that suit most people. Among the users of Villa Frederikke, bowling was the game that really caught on. Moreover, for people with dementia, blue is the one colour in which contrasts are most easily discernible. Thus, blue is a recurring colour in the material that presents the *Seniorgamer* programme,” she continues.

A zone of their own

Drammen Public Library has established a separate zone intended for games for elderly people. On the same floor, there is also a collection of books that tend to attract this group, such as books on local history and health issues.

“Here in Drammen, we are lucky to have a lot of space at our disposal, although not much space is really required to make provisions for such a gaming zone for seniors,” Library Director Monica Nyhus, says. “Flexibility would be a keyword in

this context,” she continues. The gaming screen is mounted on wheels and can easily be moved around.

Gaming options for seniors

Fact remains, however, that there are far more health institutions than libraries around the country that provide a gaming option to the elderly. “The health institutions have probably seen that gains can be had when the option is easily accessible, not very resource-intensive and able to raise the spirits,” Lena Hillestad says.

“Now, we are also starting to receive inquiries from other libraries that are curious about this. Yesterday, in fact, we had a call from Voss Public Library, which intends to launch gaming for seniors and wanted to hear about the experience gained here in Drammen.”

“The games are engaging and create an important sense of mastery,” says Monica Nyhus. “Providing gaming activities to the older generation is also a method of acquainting them with new technology. Here, the libraries possess considerable competence. We wish to provide the seniors with courses in the use of tablet computers and services such as Skype, which is an excellent way to stay in touch with family members who may live some distance away. *Seniorgamer* has produced major ripple effects. It’s about creating happy moments, and even more than that, it’s about enriching lives.”

A national model

At Drammen Public Library, they are asking themselves how Senioregamer could be made an option for libraries nationwide. “To develop a good model, we need to cooperate with different types of libraries. With this in mind, we have entered into cooperation agreements with Risør and Bergen Public Libraries,” Monica Nyhus says. “In addition to needing enthusiastic employees, such a project must be firmly anchored in the municipal organization and requires close collaboration with volunteers. Senioregamer has signed a letter of intent with Seniorenett Norge. Other cooperation partners will be volunteer centres, the Red Cross, dementia associations or similar organizations.”

Lena Hillestad explains that Drammen Public Library has plans to produce a handbook for libraries and institutions that wish to establish Senioregamer. Such a handbook will also contain facts on dementia and the special needs that accompany the disease. The handbook will be available in digital format on the library’s website.

“Libraries around the country wanting to know more are welcome to contact us,” she says. “We are more than happy to talk about it!”

Interview by Elin Tinholt
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Berit Nilsen and Elsa Hansen-Steen are senior gamers and volunteers from Villa Frederikke in Drammen, an open day-time facility for people who suffer from early dementia but are still living at home.
Photo: National Library of Norway

FACTS

Project title: Senioregamer
– computer games for seniors
Project institution: Drammen Public Library
Duration: 2012-2014
Project support from the National Library of Norway: NOK 2 000 000
Shared objective: Provide an option to seniors; improve health through the use of computer games

Activities:
Gaming
Separate logo
Marketing and media coverage. The project has been widely presented in the media and at various conferences.
Social media: Senioregamer is on Facebook and has its own blog: senioregamer.no.
A handbook will be produced in 2014 during the final stage of the project.

This interview is an abbreviated version of an interview published in Norwegian in *Bibliotheca Nova* no. 3-2013 (Publisher: National Library of Norway)



The archives at Danish Broadcasting Corporations are full of Danish history in images and sound. More than 30 km. shelves with film, television and radio recordings illustrate life in Denmark during the past century.

The goal of DR's Cultural Heritage Project is to digitise as much of DR's endangered audiovisual archives as possible within the given 10 million euros. In order for the archive to be secured and to ensure future generations would be able to explore and learn from our shared history and past.

DR's Cultural Heritage Project collaborates 11 cultural institutions including all the major ones who holds national archives responsibilities on www.danskkulturarv.dk.

Photo: DR's Cultural Heritage Projekt

USE=VALUE

A guiding principle that helped me in my work with digital public service



Tobias Golodnoff

Towards the end of the 20th century and the beginning of the 21st, it was heavily debated in Denmark how best to explore and exploit our national heritage in order for society to both secure our archives and benefit from the (potential) values stored in them.

The overall theme was digitisation, and the more concrete analysis had to do with the financial issues in relation to the digitisation, the following preservation and the dissemination, where new methods and technology create possibilities previously unimaginable, and of course the legal issues in relation to these activities.

In the following four viewpoints, I will share my knowledge collected through mine and my colleagues' work with DRs digitisation project: DR's Cultural Heritage Project (DR=Danish Broadcasting Corporation).

I will share my thoughts, results and insights from our work with innovation, digital workflows and change management, generated through our developed industrialized digitisation processes, and our work with value creation through collaboration, and our joint dissemination efforts at the betalab: danskkulturarv.dk.

The insights and thoughts are my own and not DR's. I am no scholar or library expert, but I have – with my good colleagues and collaborators – met many obstacles on our digitisation path. And I have found that the challenges we, publicservice institutions, face in the digital domain often have similarities. My hope is that these coming viewpoints will inspire you and maybe help you do some of your work better or even engage in new projects. Or if nothing else, at least entertain you a bit.

In 2007 DR and the political parties behind the Danish Media Agreement for the period 2007-2010 agreed that DR would receive project funds of DKK75 million or €10 million. The agreement was that DR would receive these as additional funds to start the digitisation of its endangered AV archives.

As collaboration and dissemination was widely discussed and analyzed as a part of the political process leading up to the agreement, it was subsequently decided that part of the funds was to be used on experimenting with dissemination of the digital archives in collaboration with

other Danish cultural heritage institutions.

Focus on the goal – all the time

I remember being appointed as project director in 2007, responsible for the digitisation of the DR archives. A very exciting task, which brought me many sleepless nights in the beginning. DR's internal experts had in 2005 calculated that we were going to need DKK284 million, and we had now received ¼. How on earth would we choose among the estimated 520,000 hours of AV-materials?

All earlier examples in 'history' of peop-

le trying to select had not been very successful. Often the selection process, with all its needs in terms of clarifying criteria, editorial responsibilities and final says et cetera, had created a very bureaucratic and expensive workflow with a reluctance to make decisions, because all involved were often overwhelmed by the obvious consequences of their choice. Real challenges, which I feared would create a counterproductive environment, before we even got started on this very complex and long project.

However, I was confident that we could get more done than what was estimated in 2005. The technology had evolved and was rapidly not only changing everyone's life, but also the ways we worked at DR. And as part of my prior work in DR, I had seen how we had developed a new digital workflow, which was much more efficient than earlier known processes. Along with my former director, Leif Lønsmann, I formulated a strategy with two objectives. The first dealt with digitisation and the second with dissemination.

Digitisation focus

To digitise as much as possible, as efficiently as possible. In order to do that, we decided to focus on industrialized digitisation processes. Prioritizing collections based on their need for preservation. We would only sort or select within a collection if the content was either copy of something already digitized, or it was stored on another better source format (tape or film) and if the selection process would not complicate the process too much and

DIGITAL ACCESS CREATES USE

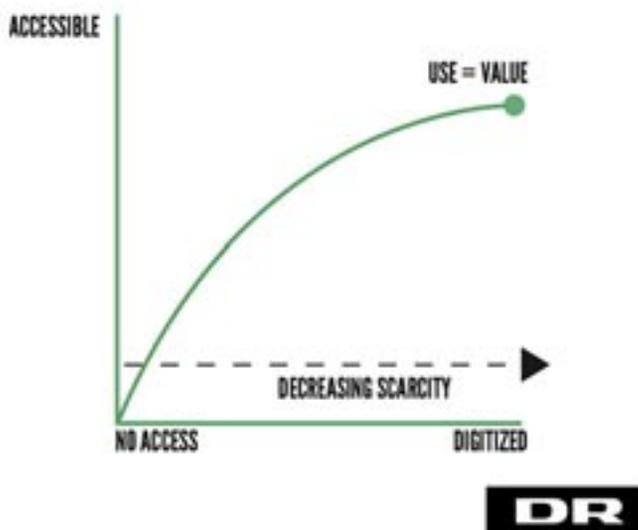


Illustration of USE=VALUE and its relation to both digitisation & accessibility. Developed by Miriam Lerkenfeld & Tobias Golodnoff

generate a higher cost than just digitizing it twice. We would use cost-benefit analyses and would outsource wherever we would benefit financially from it.

Dissemination focus

To create access to as much as possible, during the period of the project and while making sure the current copyright laws and legal frameworks were respected, while establishing a new understanding of digital dissemination or use of cultural heritage. Creating knowledge, which should be shared with collaborators and other interested parties.

To accomplish both objectives, I needed something to help us steer, a guiding principle. A principle all involved parties could understand in order for them to focus on the goals and objectives while trying to solve their tasks. I coined the phrase: USE = VALUE!

The use and understanding of guiding principles here is my interpretation of a theory developed by Oliver D. & Roos J. work from 2005 on decision making in high velocity environments. A principle that helped, not only the people involved, but also people around the project, to understand our vision, possibilities and challenges. The notion was originally developed to explain our focus on dissemination but immediately became part of the principles we used to secure the digitisation work too.

The collections we digitized should facilitate use and be usable. Something that seems obvious, but nevertheless can be challenging at times, because large organizations or institutions often have a series of ongoing complex projects. And these are both often related and/or linked to other processes and projects, which creates an even more complex situation. Getting the right 'attention' can therefore be a very challenging issue itself. Your project is constantly fighting for strategic focus, priority even, though it might not have the same financial or immediate importance.

Summarizing my insights

A good guiding principle should highlight the central aspects of a project, task or goal, and it should have the potential to become a core value for all involved. USE = VALUE became our guiding principle. But it did not happen overnight. And at the time I first coined the notion I did not recognize it. I just summarized our needed focus at an early stage of the project and used it to guide me and tell all involved what we were trying to focus on and accomplish.

We, the key personnel, tried to walk the walk, and in 2011 during an internal evaluation of our project, we began to understand how it had helped us, the management, the directly involved employees and other external and related workers and

stakeholders. Our vision, mission and goal had become a principle that helped us all prioritize, navigate and self-manage.

The first of January 2014 we officially closed the DR Cultural Heritage Project, and we are now summarizing our knowledge and results. We have digitized more than 70 percent of the archive and are still using the digitisation methods developed as a consequence of our principle.

We have established a cultural network where we work with more than 10 other national cultural institutions and it-platforms where we explore the dissemination together and across digital archives. In my future viewpoints I shall try to share my thoughts on these, and what we are facing as public-service institutions in a digital age.

Tobias Golodnoff
Head of DR's Cultural Heritage
Project & Commissioning Editor
of dansk.kulturarv.dk
togo@dr.dk

For more information see the two reports from The Danish Ministry of Culture: *Digitalisering af kulturarven*: <http://kum.dk/service/menu/publikationer/2008/digitalisering-af-kulturarven---midtvejsrapport-fra-digitaliseringsudvalget/> and <http://kum.dk/Documents/Publikationer/2009/Digitalisering%20af%20kulturarven/index.htm>.



Photo: DRs Kulturavsprojekt

STATUS: DRs Cultural Heritage Project

- Based on the experiences with DAT digitisation, the project is currently developing a new and improved workflow for 16mm film digitisation.
- Today the project has digitized more than 70% of the DR's archives, securing more than 400,000 hours of radio and television since the project started in 2007.
- The assigned budget of €10 million Euros is planned to secure more than 80% of DR's archives before the end of 2014, where the funds are used. This is significantly more than digitization of just 25%, which the grant was originally intended to cover.
- DR's Cultural Heritage Project is today organized around a large network of more than 11 Danish cultural institutions and the national platform Danskulturav.dk.
- Now the project faces the final task on how to disseminate and collaborate with other archive-holding cultural institutions through Danskulturav.dk. Here the goal is to give the Danes access to actively use and share the digital cultural heritage.

DANSKKULTURARV.DK

Danskulturav.dk is a national platform providing the Danish population access to digitized content from various cultural

institutions, but it is also the backbone of numerous collaborations, such as events, workshops and product and service-developments focusing on digital cultural heritage.

The focus of danskulturav.dk is to allow users to make use of the largest cross-institutional digitized collection in Denmark. On www.danskkulturav.dk users can explore and use more than 110,000 digitized findings from Danish cultural heritage, which DR and its partners from the Danish cultural sector have made available.

A PLATFORM FOR COLLABORATION

Danskulturav.dk is a cultural cross-institutional collaboration between DR, The Danish Film Institute, The National Museum, The Royal Library, The Danish State Archives, National Gallery of Denmark, The State and University Library, KUNSTEN Museum of Modern Art Aalborg and The Heritage Agency of Denmark among others.

By gathering digitized cultural heritage across institutions and archives, the content enriches each other and creates synergies across the collections. With just a single click on www.danskkulturav.dk, the users can explore many

aspects of a topic via radio and TV-programs, film and audio clips, photos, paintings, posters, drawings, newspapers and much more.

A LAB FOR DIGITAL DISSEMINATION

Danskulturav.dk is a dynamic platform facilitating a lab for digital dissemination. DR and partners experiment with new ways of future dissemination, user-involvement and collaboration around the digitized cultural heritage. The aim is to give the population easier access and the ability to make use of the cultural heritage across various archives, collections and new platforms. The collaboration is currently experimenting with digital exhibitions where artifacts from various collections are used to disseminate a story or introduce a theme as the public schools 200 years birthday in Denmark.

Today DRs Cultural Heritage Project has created sustainable innovation within digitisation processes and strategic collaborations with i.a. universities and cultural institutions. Now the project faces the interesting task of disseminating and collaborating in order to give the Danish population access to the cultural heritage.

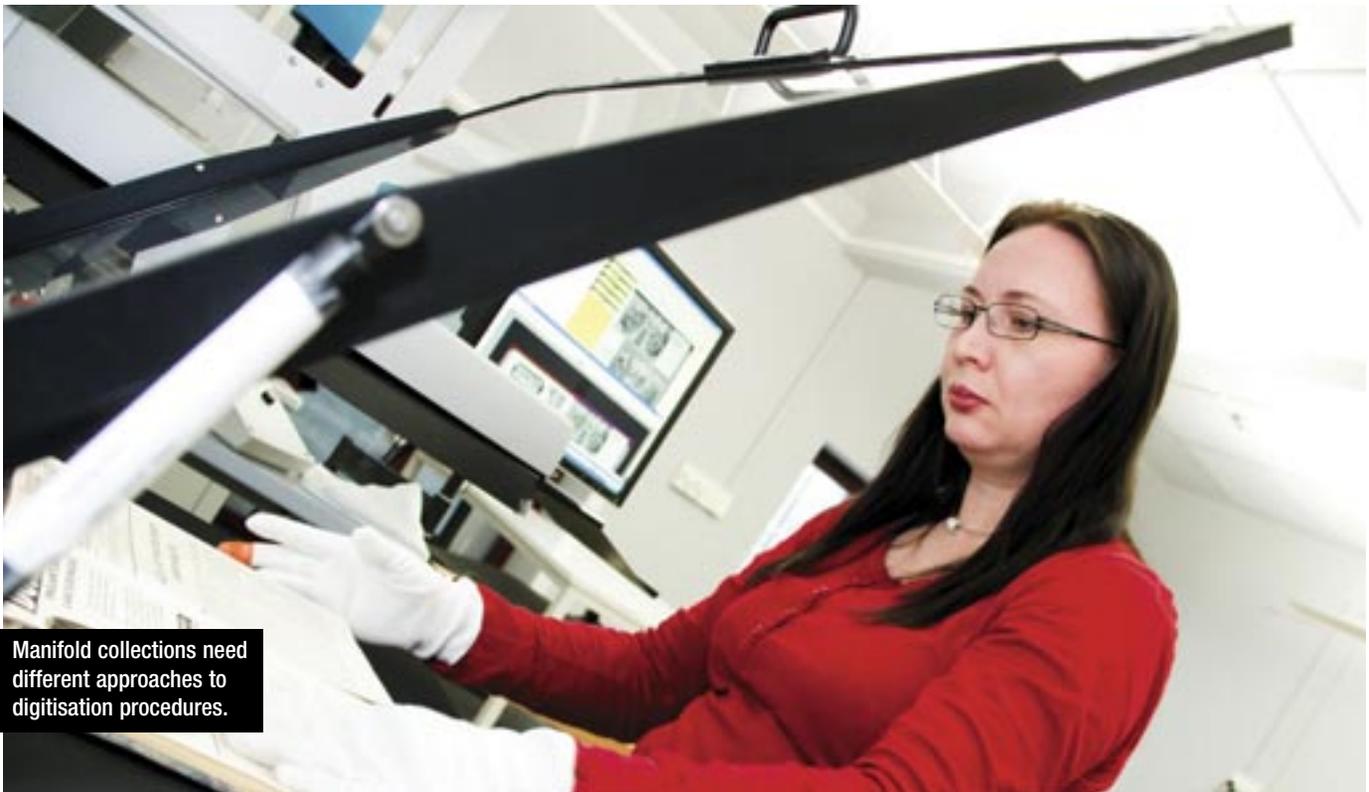
<http://www.dr.dk/kulturav/english>



Majlis Bremer-Laamanen

In the spotlight for crowdsourcing

Anyone surfing the net is able to collect images, advertisements and articles from the DIGI Newspapers Library – the most popular digital service of the National Library of Finland (NLF) digital services. As a user, you can clip items of interest and share them on social media. By providing comments, you are also able to add to the available information about these digital collections.



Manifold collections need different approaches to digitisation procedures.

The digital newspaper and periodical material covers a wide range of topics during the period 1771-1910. Almost half of the material is in Swedish; the rest is in Finnish, and you can use Finnish, Swedish or English for text search on the website.

NLF offers users both a better service experience and interesting new tools for the crowdsourcing of clippings. Our digital collections can be used by multiple user groups working together for the common good.

NLF launched a text correction game in 2011-2012 in conjunction with the firm Microtask. Our further intention has been to explore whether there were additional needs for crowdsourcing of clippings, articles, images and advertisements from newspapers, periodicals and ephemera.

In-house digitisation

We applied for and received funding in 2011 for a two-to-three-year project, Kuvataalkoot, from the European Social Fund. The first version of the service was launched in June, 2013. The second version will be in place by the conclusion of the project in April, 2014.

Unlike many other libraries, NLF has an extensive in-house solution for digitisation at the Centre for Preservation and Digitization in Mikkeli. The DIGI web service for the digital collections <http://digi.nationallibrary.fi> offers the following:

- The Historical Newspaper Library – all newspapers 1771-1910 (until 2010, two titles are available in the Deposit Libraries in Finland)
- The Historical Periodicals Library – 80% of all general periodicals 1810-1910 (-1944 within copyright available in the Deposit Libraries in Finland)
- Industrial Ephemera 1810-1944

Fifty per cent of the 8 million digitized pages are in the public domain. We had over 10 million page views of these collections in 2013. As the digital information is stored in the METS format, it is possible

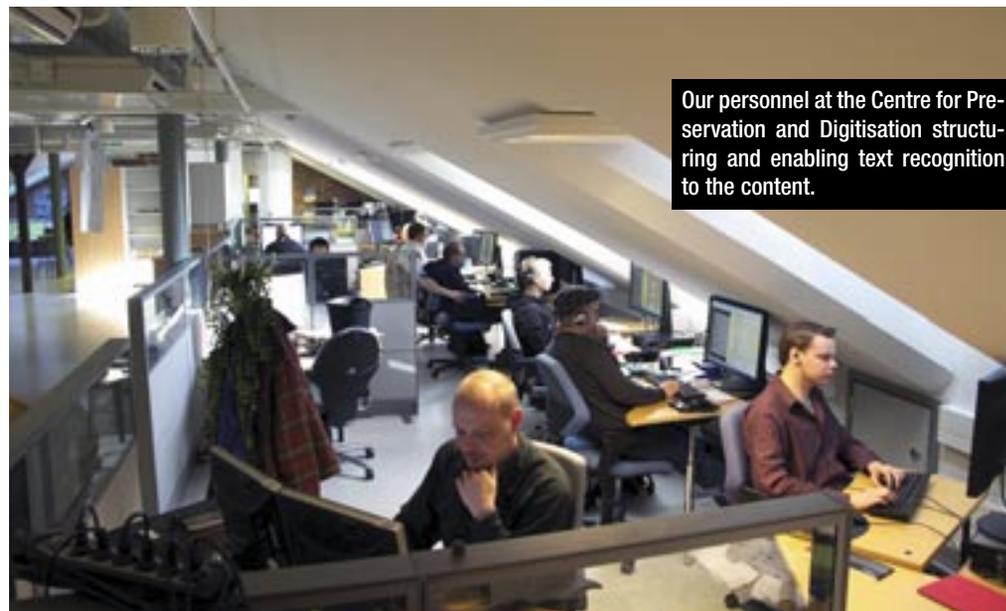
to process each word or each clip individually and to add to the existing information.

How can we generate interests?

How could you benefit from participating in the crowdsourcing of articles, announcements and images? As a reward for your participation, you are offered a platform that enhances your user experience. As a user, you will be able to easily gather clippings from the digital collections for your personal page. You have the option of commenting on the clippings. Everyone can search for clippings via the public clipping page. The clippings can be publicly

Stockholm as a tourism destination and learn about its many telephone devices in the Kotka newspaper on 15th October 1896, for example, or read about the summer city of Copenhagen in the newspaper *Wasa Nyheter* on 13th September 1896.

In Kristiania (Oslo), the artist H. Hansen was setting off on a skiing expedition to America on 24th January 1896. He discovered that the Finnish skis of the Haapavesi brand were the best he had ever had. His travel plans had already changed before the Kotka newspaper was printed on 23rd April 1896, because Hansen had received funding to seek out Nansen on the New Siberian Islands.



commented on and shared with special interest groups on social media. The service is intended for people already using the digital collections, but the idea is to attract new users as the service reaches schools, researchers and other special interest groups.

Welcome to Kuvataalkoot

When you enter the DIGI Newspaper and Periodicals Library, you can do free-text searches and find information about

Social media address as login

When you find an interesting article, you can sign in to Kuvataalkoot. You can mark clippings from the content, e.g. about the Gold Rush, whether in Ivalo, Finland or Melbourne, Australia, or read an announcement about a Russian-Finnish consul who left money behind in Paris. Collect clippings and articles about your family, home town or interests.

You can use a computer or a tablet. Your social media address will serve as your

login and as your address for our web service. Enjoy!

Highlight the article. The only mandatory fields you have to fill in with metadata are the name and genre of the article/clipping.

If you wish, you may fill in search terms from the Finnish *General Upper Ontology* in Finnish, Swedish or English, or provide your own search terms. You can also add private or public comments to the clipping.

The title, date and page of the newspaper are filled in automatically. The clipping is automatically added to the public search pages where all the metadata serve as search elements.

If you have any comments or additional search terms to add to an article, you may do so. Do you know anything about the consul who left money behind in Paris, or do you have any information about where Hansen went? If so, you can submit a comment. You can also pick clippings for your personal page from the public pages.

Kuvataalkoot project becomes Digitalkoot

The NLF Centre for Preservation and Digitisation planned the concept for the KUVATAALKOOT and outsourced the agile technical implementation. In January 2013, a contract was signed with the firms Gofore and Evident. Through intensive collaboration, we have built a simple and interesting platform for crowdsourcing that is fully integrated with the interface and its underlying functions.

A new version will complete the project at the end of April 2014. With this in mind, the web service for the digital collections and KUVATAALKOOT – renamed DIGITALKOOT for clippings – has a new image. Going forward, NLF will continue to develop search options whenever possible. We hope this innovation will meet your expectations.

<http://digi.kansalliskirjasto.fi/index.html?language=en>

With crowdsourcing, the general public can be invited to participate in the development of new technology, to produce a design or to help to look after, systematize or analyze large quantities of data, for example. This can mean that a job that would normally be undertaken by one supplier is outsourced to an undefined, usually large group of people by means of an open announcement.



Majlis Bremer-Laamanen
Director
Centre for Preservation and Digitisation
National Library of Finland
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Within the Digitalkoot you choose and mark interesting clippings. Mark the genre and title and add voluntary keywords.

MÄÄ

Konstantinopoli

[Lisää](#) [Kommentoi](#) [Keskustele](#) [Käytä](#)

- Sivu
- Historia
- Profiili
- Asiakas
- Luokka
- Paikat
- Työkalut, Keskustelu, Muokkaa

[Lisää](#)

Yhteisöpalvelu

Yhteisöpalvelu



Konstantinopolin feudi.

You can add personal thoughts on your personal page and give comments for public use.



The image in the article: The clipping of the consul who left money behind him in Paris



Library as corporation



Anika Hjerpe

Dieselverkstaden AB is a private company that runs three public libraries in Sweden. It believes in diversity and operates without directors, because hierarchies are seen as obstacles and employees as a source of knowledge. Its libraries are governed by the same laws and rules as every other library – it has to be a democratic meeting place and it must be free to use.

In 2005 the employees in a municipal library in Nacka, just outside the city of Stockholm, wrote to their local politicians and asked if they could separate and manage the public library on their own. In April 2006 they formed an economic association and ran the library as a cooperative; they still do today, but now they have formed a private limited corporation.

The library is one of six public libraries in the municipality and the demands on it are the same as on other public libraries. Since January 1, 2013, the corporation, Dieselverkstaden AB, also runs two other public libraries in Nacka.

Younger than average

“For the visitors it is not important how we are managed, although municipal libraries often like to think so; but we have never noticed that. We don’t own anything, only the operation, the facility and the media collection belong to the municipality. We just own the how – how we do things – and we are the ones who hire staff. There is no capitalization in a company like ours,” says Margareta Swanelid at Dieselverkstaden.

Dieselverkstaden AB has 17 fulltime employees and a large number of extra staff who work by the hour; half of the employees are men and all of them are younger than the average age of staff in Swedish libraries.

“Most of them are between 30 and 40; initially, we had a political mission to build a library for young people, not children and teenagers but young adults. Our media collection had to be interesting for this target group and therefore we recruited people who had knowledge about and lived in youth culture.”

Long waiting list

After the initial job advertisement in 2002, when the municipal library opened, Dieselverkstaden’s library has not needed to advertise for staff; they have a long waiting list of people who want to come and work for them. The majority are men and many of them have backgrounds in

media, or other cultural fields such as literature, film, art or music; many are practicing musicians, some are librarians.

“It is common in libraries to complain about not having enough resources, meanwhile the available resources – namely the knowledge of the staff – are often not used to their full potential. I find it

strange that those without the conventional librarian’s education, but who have other knowledge and skills, do not count,” Margareta Swanelid says.

“I think hierarchies are the biggest obstacles for development; it doesn’t lead to innovation, some directors are appointed and stay in their positions for 25 years. No one can be innovative for that long; you need a flow of new people. Development and innovation is what drives the operation forward

There is a great diversity of people from different academic fields working in Dieselverkstaden’s public library.

“You don’t formally have to be a librarian to work here. Librarian is not an academic title; it’s a job title. Most of our employees have academic degrees; several are teachers because we work with activities that are aimed towards children and young people. About half of our employees have a conventional education in information science, but everyone that works here has the job title librarian.”

No constructed hierarchies

Dieselverkstaden’s libraries operate without directors; everyone takes part and there are no constructed hierarchies, but Margareta Swanelid is responsible for economy and HR, and she is the chairman of the company board.

“We haven’t hired anyone under anyone else. I think this is very important and I notice that the staff is more productive today because of this. This is possible if you encourage the staff to take part and give them space,” she says.

In 2002, when the Dieselverkstaden public library first opened, they had to



Dieselverkstaden’s library operates without directors, but Margareta Swanelid is responsible for economy and HR, and she is the chairman of the company board.

start from scratch and buy a whole new media collection. Since then they have been adding and also tried to buy 'backwards'.

"But it isn't easy to buy older literature, we buy from antiquarians within the fields where we have cutting edge competence, such as film, music, fantasy and science fiction. In these areas we have very exclusive literature, but we are a small library so we don't have course books within medi-

cine, for example, but rather a lot within the humanities like art and architecture."

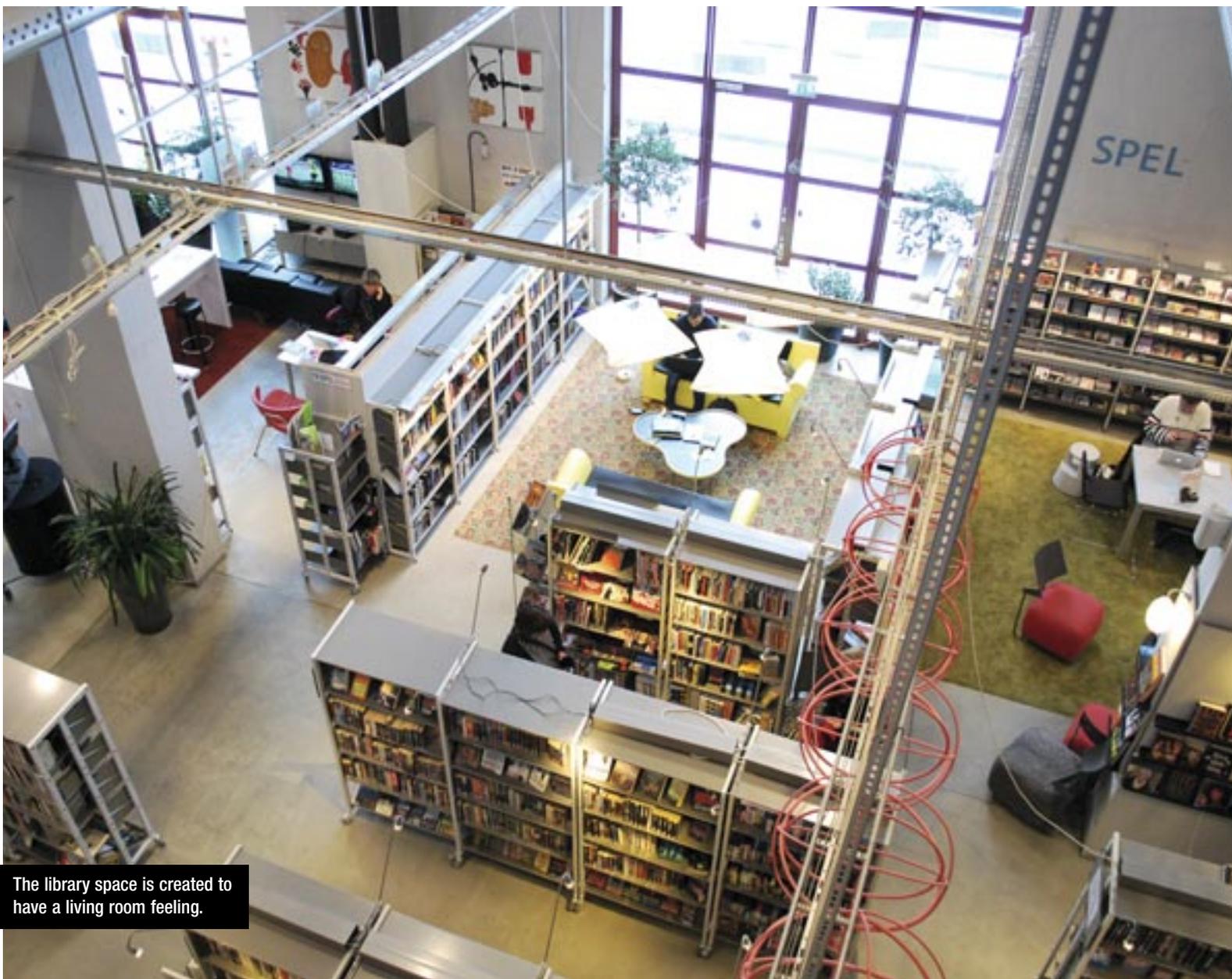
Many young men

Dieselvekstaden's library is not comparable to a large library, however; the public space here is 450 square meters. They have a lot of music and film on CD and DVD, also more exclusive material that people come from other parts of town to borrow.

When it started, the mission was to

target young people, which is why the group of staff is relatively young. Today, the average visitor to the library is a young man between 20 and 40 and he does not only come to borrow books or study, but also to borrow from the other media collection because it is targeted at him.

"We call them a new group within the library world," Ms Swanelid says and continues: "People's level of knowledge has risen and today there is no one knowledge



The library space is created to have a living room feeling.

or one source, and it is very important that those who meet the borrowers have different perspectives and can meet the demands that are put on libraries today.”

A living room feeling

The library space is not divided into different sections, except for the children’s section. The idea is not to divide people into groups based on age, gender, interest, ethnicity or anything else. “We want the library to have the feeling of a living room.”

Dieselverkstaden’s library has a lot of computer games that people can come and play or borrow. “Before this, we had four screens and all three game consoles that existed in 2002. When we started back then, it wasn’t that common for people to have game consoles at home and it was a democratic idea that everyone should be able to play and try out new games. Now we only have two screens.”

No distinction between media

Margareta Swanelid thinks that there generally is a lot of old media in libraries, and that film, music, computer games, e-readers and iPads often are seen as new for

a long time in many libraries, and therefore treated differently than the books.

“We have never made any distinction between different media here; if someone wants to watch a film instead of reading a book we do not judge. They are different manifestations, everything doesn’t need to be printed in ink with a cover and called a book. Nowadays, when most people download e-books and other media, you need to accept that the content, whether it is film or music, has the same value,” she says.

She points out, however, that the book is traditionally valued more highly in libraries, and the book is outstanding.

“People talk about the book being threatened, but that is nothing we have noticed here. The big revolution took place when the paperback came; it signalled that the content is important, not the form,” Margareta Swanelid says.



One of Dieselverkstaden’s specialities is comics for adults. It is a very small section but much appreciated among the visitors. Lennart Sandgren is responsible for the comics section, his speciality also includes music.

Text and photo:
Annika Hjerpe
Press and Communication Officer
National Library of Sweden



Dieselverkstaden’s library has two screens where visitors can sit and play games.

What do users want?
What do libraries want?
BIBDOK ensures, that new
user projects are launched
with strategic direction.



User having a break at Gentofte Library.
Photo: Claus Bjørn Larsen

BIBDOK

A new method for documenting libraries' user-oriented initiatives

Libraries can use BibDok for documenting the results and effects of their various user-oriented initiatives. With documented knowledge of what works and why, libraries are better prepared to qualify their efforts, strengthen their priorities and to communicate their relevance to citizens and politicians.



Ingelise Konrad

The welfare society is under pressure economically, and public welfare institutions are therefore obliged to document the effect of their work. BibDok reduces a methodical gap between classical forms of documentation on the one hand, and professional logic among librarians about professional development on the other.

BibDok – what is new?

The new aspect is that BibDok combines evaluation and documentation practice of the professional work with the organization's strategy development, management and daily cooperation.

This combination is where the method differs from for example classic project

management. The method brings together what is generally separated, in such a way that the overriding premises of effect documentation are recognized, but where the applied methods, library-professionally speaking, are perceived as more meaningful. The organizational evaluation capacity can be illustrated as shown on the illustration below.

The two elements, which the method links together, can be described as follows:

Evaluation and documentation

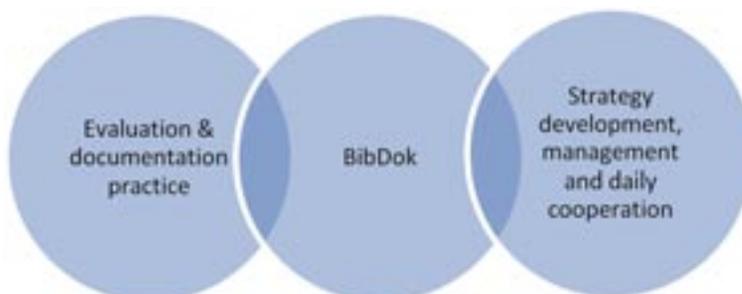
- In BibDok, evaluation and documentation is daily practice for members of staff and leaders.

- BibDok requires competences in terms of knowing, selecting and applying various data collection methods, e.g. interview, observation, statistics etc. It likewise requires skills in handling, interpreting and analysing data.

Strategy, management and cooperation

- The library uses the strategy for sorting ideas. In the project *From model to effect* the projectgroup took as a starting point the 4-room model created by Dorte Skot-Hansen, Casper Hvenegaard Rasmussen and Henrik Jochumsen, The Royal School of Library and Information Science, Copenhagen
- The efforts are organized in a project group with both leaders and members of staff – combining strategy and practice
- Listen, reflect and learn from each other – this provides robust results as they are tested from different perspectives
- Management provides the framework regarding resources and competency development.

Organizational evaluation capacity





Library leaders' experiences with BibDok

In interviews with leaders from the participating public libraries, the leaders point out that BibDok is also a management tool that contributes to the development of the library of the future. It becomes obvious when the library acquires a documented knowledge foundation and applies it to:

1. Qualifying the library's efforts by revising one's assumptions.

A leader says, for example:

You make your assumptions and begin to solve the task based on those assumptions. Along the way, you find out that the effect is not what you wanted. This means that you either have to change your assumptions or your expectations as to the effect. This is why BibDok is largely a management tool, because, naturally we should not be doing something which has no effect and value for the citizen.

2. Establishing a closer interaction between practice and strategy.

A leader observes:

Quality is achieved by having a focused staff with the capacity to encompass both the foundation on which you have

to rely, e.g. the policies in the municipality, and who are able to transform it into clear objectives and initiatives.

3. Using narratives to communicate the library's legitimacy in society.

A leader says:

Instead of saying that it is important that the library is a public space, where friendships can be made, and that it is related to our policies, I tell them the story about a mother, who was visiting together with her Somali boys. It is my impression that this way of developing initiatives has sharpened the staff's awareness of the narrative function. The staff have improved their ability to tell a story and they are more focused on what is at the core of their experiences.

The leaders also indicate that it is time-consuming to use BibDok. We recommend that the libraries start with a small-scale project, which it has already decided upon beforehand, that they look at it as an investment, where you put an effort into something that the library was already going to do. In the long term, this will yield better and more results. The BibDok method ensures:

- that the libraries are not working on assumptions that turn out to be incorrect
- that no new projects are launched without strategic direction
- that the libraries are better prepared to communicate their justification and the results of their initiatives.

Conclusion

The experiences from the project have resulted in a publication entitled *BibDok: En metode til at dokumentere effekt af bibliotekets indsats* (Bib.Dok: A method to document the effect of the library's initiatives). The publication is a guide on how to act in concrete terms. At www.bibdok.dk you will also find an overview of theories, methods and exercises applied. The Danish Agency for Culture has promised financial support for the experiences to be put to use in the Danish public libraries in 2014 and 2015.

Ingelise Konrad, Head of Development with responsibility for research and development at Department of Management and Administration, Metropolitan University College. Ingelise Konrad has previously been employed as head of library services and cultural affairs in several municipalities. For information about the project, contact INKO@phmetropol.dk

BACKGROUND

In 2012-2013 nine public libraries in the metropolitan region of Denmark participated in the development project: *From model to effect*. The aim of the project was to develop a concrete method for

- 1) prioritizing and qualifying the library's initiatives and collective activity
- 2) documenting and illustrating the effect of the library's initiatives.

The method was entitled BibDok.

Gentofte Central Library has been in charge of project management. Department of Management and Administration, Metropolitan University College has provided professional guidance, method development and sources of data collection. Centre for Cultural Policy Studies, University of Copenhagen has been knowledge partner in the project.

The project is supported by the Danish Agency for Culture.

DENMARK

SMART UNIVERSITY AT VEJLE PUBLIC LIBRARY

Public libraries are known for their role in lifelong learning and informal education but in Vejle the library is also supporting formal university studies as part of the Smart City concept. The library facilitates online learning by offering 'analogue' facilities such as study areas, guidance, meeting facilities, access to technology, textbooks etc. Smart University Vejle is a mixture of traditional and virtual university, formal and informal. The goal is to educate at least part of the local workforce, to keep the young from moving to the big cities and instead, acquiring their university degree locally.

Danmarks biblioteker 6/2013
<http://www.db.dk/files/dbf.dk/DB06-2013.pdf>

TARGETING BOYS AT PUBLIC LIBRARIES

It seems to be a universal fact that tween- and teenage boys are not as interested in reading as their female counterparts. In Frederiksberg 8 to 12 year-old boys are targeted in a project which also aims to engage the parents and other local actors in a co-creation process. Storytelling will take several forms: reading aloud, computer games, poetry, art, comics and presentations of different kinds. The local residents' association will be a starting point for reaching out to non-users in the area, encouraging the members of the boys' club to read and to learn.

Bibliotek og medier <http://projekter.bibliotekogmedier.dk/projekt/stjerneskudefortaellingen-som-forandringsagent>

E-BOOKS IN DANISH RESEARCH LIBRARIES

A survey based on the responses from 14 academic and special libraries shows that

PDA, patron driven acquisition is increasingly used as a model for offering e-resources to research library users. It is still not used by more than 5-6 of the responding organizations, though. In some of the libraries, the third loan generates a purchase while a couple of the libraries use the evidence-based selection where the library makes the decision based on usage. While some libraries have a policy that puts e-format first if a book is available in both electronic and printed form, others still see the e-version as supplementary or treat different types of literature or disciplines differently. According to the survey, which was conducted for the third time, the average expenditure on e-books increased by 13 percent in the total book acquisition budget, which is the same as the previous year.

*E-bogsbarometer,
Danish Research Library Association*
http://www.dfd.dk/index.php/rapporter/doc_download/160-df-s-e-bogsbarometer-2013

WHO ARE THE NON-USERS?

The Danish libraries' Think tank for the libraries of the future has conducted a survey of 2,000 Danes from across the country. The results are reported in ten segments. While 89 percent of the "the biggest cultural consumers" (40-59 year-olds) were library users and a whopping 90 percent of the 15-19 year-old students used the library, 70 percent of the more senior males were non-users and 61 percent of the group labelled 'nerds' did not use their public library. The results will make it easier to plan for marketing and outreach to specific segments.

Biblioteksbladet
<http://biblioteksbladet.se/2014/01/22/vilka-anvander-inte-biblioteket/>
Danmarks biblioteker 6/2013

FINLAND

READING ZEAL

Reading Zeal is a national campaign run by the Ministry of Education and Culture where libraries and schools from Lapland to Helsinki are piloting different models of supporting multiliteracies. The goal is for the pupils and families to use, interpret and produce multimedial texts and to be able to critically evaluate information. The campaign brings together libraries, schools, school children and parents in reading, writing, playing games and storytelling. During the two campaign years several national events will be organized.

The Reading Zeal campaign
<http://www.lukuinto.fi>

BOOK TALK, POP UP AND REACH OUT

Even if most of the book talking is being done with school children and teenagers the themes and environments have become more varied. Book talk in pubs, horror book talks with witches and vampires, storytelling hours for adults and sex book talk for teens - the first five years of the Finnish Book Talkers' Association has brought together a bunch of librarians who are passionate about reading and getting others to enjoy books and stories. The anniversary was celebrated with discussions, reminiscing, good food and drink - and book talk.

And while we're on the subject of libraries and public houses, Kerava City Library popped up at their local. A popular Finnish band was playing and librarians presented what the library has to offer in the way of biographies of musicians, rock lyrics, films about music and music recordings. New users were able to apply for a library card and get to know the services.

Libraries.fi <http://www.kirjastot.fi/fi-fi/ammattikalenteri/koulutus/ilmoitus.asp>

NEW LIBRARY BUILDINGS IN THE MAKING

Up until now, the state has supported the municipalities in the construction of library buildings and acquisition of mobile libraries. The nationwide plan covering the next four years (2014-2017) includes seven new buildings, 13 book-mobiles and 12 extensive renovations and expansions. The Ministry of Education and Culture will reimburse €18 million of the estimated total €40 million cost of the projects. As the state subsidies system is being reformed, the changes may have an effect on library construction, though. In the future, the funds will not be earmarked for libraries but the municipalities are free to use them on basic services as they see fit.

Ministry of Education and Culture
<http://www.minedu.fi/OPM/Verkkouutiset/2013/12/kirjastohankkeet.html>

E-VISITS ON THE RISE

The latest data from the libraries in the Finnish capital show that web library use and e-lending are still rising. While e-book lending doubled, the lending of printed materials decreased by 2 percent. The e-book collections and lending figures are still a fraction of the printed ones, though. One of the biggest changes was, as is probably the case in most countries, the increase of mobile use: 70 percent of all e-library visits are made from mobile devices, either tablets or smart phones.

<http://www.kirjastot.fi/fi-FI/ajankohtaista/tiedote/ajankohtaista/helsingin-2013-verkkokaynnit-ja-e-lainaus-nousussa>

NORWAY

OSLO PUBLIC LIBRARY OPTS FOR KOHA

A system that can be tailored according to the needs of both library professionals and users, adaptability and interoperability with other systems were some of the motivations for choosing Koha, a free and open library system for Oslo main library and its seventeen branches. Ownership of data was another important argument in favour of the decision. The Finnish regional library of Joensuu has also recently chosen Koha, partly inspired by their Norwegian colleagues.

Digital utvikling. Deichmanske bibliotek
<http://digital.deichman.no/blog/2014/01/16/oslo-public-library-chooses-the-free-and-open-koha-integrated-library-system/>

FIRST 'OPEN LIBRARY' IN NORWAY

Unmanned libraries have guaranteed longer opening hours in more than 100 Danish libraries for a few years and now the trend is spreading in the other Nordic countries. In Norway, the first library to let users in when staff is not available was Stavern in Larvik. The library card doubles up as a key and adult users can access the premises from 6 am to 10 pm all year round.

Stavern has since been followed by Stavanger and Spydeberg. By offering the self-service option, the Stavern branch was able to triple its opening hours which according to the library director has had several positive consequences: the library service has become more visible in the community and the staff has made sure the collection is easily accessible by arranging attractive and topical book displays – and by weeding.

The same development can be seen in Finland where Hämeenlinna piloted the concept a couple of years ago and e.g. Vantaa offers longer opening hours using self-service at the Pointti branch. Vadsstena, Alingsås and Frillesås were among the first 'open libraries' in Sweden. (The Swedish term for the unmanned libraries actually translates as "more open library").

Starting up a self-service library does carry some initial costs, though, as the library needs to be equipped with a secure access system, self-service borrowing and returning machines, RFID tags in all the materials, security cameras and a visitor counter.

Finnish Broadcasting Company
(video clip from Hämeenlinna):
<http://areena.yle.fi/tv/1530922>

BOOK BOAT EPOS CELEBRATES ITS 50TH ANNIVERSARY

The Norwegian book boat Epos has been featured in Shortcuts before but since the service has reached the respectable age of 50 years, it is worth mentioning again. A festschrift was published in honor of Epos where the history of the boat itself, its services and staff are presented. You can read personal accounts of the importance of the twice-a-year visits by Epos for children in the 1960s, of Thomas Brevik, the sea-sick librarian onboard, of all the cultural programmes Epos has made available for the public in Sogn og Fjordane, Møre og Romsdal and Hordaland with theatre and clowns, music and authors.

The National Library:
<http://www.nb.no/Hva-skjer/Aktuelt/Nyheter/Bokbaaten-Epos-paa-jubileumsferd>



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SWEDEN

PLAYING SPORTS AND READING ALOUD

The Swedish Arts Council wants to encourage co-operation between sports clubs and libraries by allocating funds for joint reading promotion actions and activities targeted at young readers. The libraries and sports teams are partnering to offer book clubs, reading matches with local sports personalities and short stories for mobile phones. Some libraries provide book collections at sports halls, others team up with trainers and coaches who act as reading role models. The sometimes long bus rides to camps and competitions are spent reading and listening to books on smart phones, mp3 players and tablets.

The Sports Museum in Sweden has put together an exhibition on the theme of sports and reading role models as part of the campaign. The touring exhibition can be seen in four different locations where the local libraries and sports clubs organize activities with sports journalists, authors interested in sports and sports teams. The athletes featured in the exhibition include Carolina Klüft who won the Olympic heptathlon title in 2004 and the Swedish national handball coach Staffan Olsson who present their favorite books and tell what reading has given them.

Biblioteksbladet
<http://biblioteksbladet.se/2014/01/28/hoglasningsklubb-for-killar/>

"READING IS DANGEROUS. EVEN MORE DANGEROUS IS NOT TO READ"

Literature and reading have become one of the hottest political issues and the title of the Halmstad Conference points out why. PISA and other international surveys show that reading comprehension is getting weaker in Sweden, especially among boys. The conference looks at questions such as: how do politicians see the role of libraries? What do politics, policies and politicians say about the future of reading? The speakers include members of parliament as well as local politicians and journalists from national newspapers. Some of the discussion from the conference in April will hopefully be available online.

Another Swedish conference touches the same theme from the angle of democracy. The Literature and Democracy conference at Uppsala University takes up young readers, identities and social participation. What we read, how we read and the context we read in characterize us as citizens.

Halmstadkonferensen
<http://www.regionhalland.se/halmstadkonferensen>

Litteratur och demokrati:
unga läsare, identitet och litteracitet
<http://www.sbi.kb.se/sv/Aktuellt/Kalendarium/Konferens---Litteratur-och-demokrati/>

THE BEST PLACE TO HANG OUT IN GOTHENBURG

"Being a student in Gothenburg can sometimes feel a bit meagre compared to high-spirited student cities like Uppsala and Lund. But we have something they do not have – an art nouveau palace at the best address of the city." It seems that the recent renovation and extension at the Gothenburg University Social Sciences Library has been a success as the library has been shortlisted among the final three as the best place to hang out in the city by Nöjesguiden, a popular free-of-charge monthly magazine for young adults. The 100 new study places, a quiet reading room and new group rooms are appreciated by the users (even if the library didn't make it as the top hang-out).

Gothenburg University Library
<http://www.ub.gu.se/aktuellt/detaljvy.xml?id=1860>

Nöjesguiden
<http://nojjesguiden.se/artiklar/goteborgspriset-2013-hang>

KEEP UP WITH DEVELOPMENTS IN THE NORDIC LIBRARIES IN SCANDINAVIAN LIBRARY QUARTERLY. WWW.SLQ.NU

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