



**Elevations – The Networking Library
“Halmstad” Conference, Århus, Denmark, 10-12
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By Andrew Cranfield, EBLIDA

In cooperation with Danmarks Biblioteksforening (Danish Library Association), Norsk Biblioteksforening (Norwegian Library Association), Biblioteksstyrelsen (Danish Library Agency) and EBLIDA, Århus Public Libraries and the Halmstad group held its 17th conference to discuss strategic innovation, co-creation, democracy and participation. It was an intense two days looking at ways in which users can become more active players in the strategic and innovative development of public libraries and help in changing the profile of the institution. Jens Thorhauge of the Danish Library Agency stressed the importance of understanding the shift from creativity to innovation, i.e. harnessing the creativity of an organization and incorporating this strategically to the goals and aims of the organization. Libraries need to be partners in the agenda of the knowledge society and continue to strive to meet the needs of the continued welfare of democratic societies. From a Danish perspective he saw the importance of full scale web based library services, new concepts for the library as place (i.e. library buildings and their interior design) and ensuring that the library is able to take its services outside the physical isolation of the building itself. In this context there is also the challenge of changing the “mindset” of the librarian and ensuring that the sector has the competencies to develop the hybrid library. Last, but not least, libraries have to develop well conceived and continuous marketing strategies and not simply rely on short marketing campaigns to renew the interest and expectations of the library patron.

From a more global perspective Teresa Peters from the Bill and Melinda Gates Foundation talked about the foundation’s programmes for helping to bridge the digital divide, ensuring equitable access and ensuring that computers are available and can be used for economic growth. Ongoing learning and community participation are central elements in ensuring long term sustainability and continuity. Teresa Peters also underlined the importance of measuring the success of these investments by using impact assessment and analyzing the real economic benefit to the societies and countries in which the foundation is involved.

Christine MacKenzie from the Yarra-Melbourne Library introduced the concept of “23 things” (<http://www.yarraplentyonlinelearning.blogspot.com/>) an online learning environment, which is designed to encourage learning among library staff and by “creating” the library

worker 2.0 it will be possible to change the way people think about and perceive the library. Staff needs to understand and harness new technologies in order to be able to help and support user created content in order to create virtual worlds and successful learning spaces. Rob Fround, The Public Libraries International Network, continued the theme of partnerships and the increase and importance of partnerships with the private sector and the “third sector” and how to achieve community engagement. Rob Fround mentioned co operations with the BBC and the NHS as good examples of cross sector thinking and innovation. Working with publishers was also a very real possibility, as it is essential for them to know how to make contact with readers in the digital age – this seems to open up a new perspective for library/publisher/right holder partnerships.

Ragnar Audunson addressing the role of public libraries in relation to social capital stressed the central role that public libraries can play in strengthening concepts of citizenship and community, not least in relation to the multicultural societies. The library as a neutral space can achieve a high level of trust among its users becoming a possible major stakeholder in the development of civil society.

Other speakers addressed further issues of participation and user driven/based innovation and Samuli Kunttu from Library 10 in Helsinki introduced his institution, a most impressive example of a library which involves its users and in the process has a huge number of visitors per day – his presentation was entitled “from patronizing to participation” and this to my mind summed up the essence of the Elevations conference in Århus.

From an EBLIDA perspective this shows us that the library concept is changing and that the European user will demand new services of those institutions which provide us with the raw materials of the knowledge economy. We already see problems of copyright material being made available on services like You Tube – to what extent is the service provider responsible for the material that is uploaded? A user of You Tube recently defended his decision to upload an episode of the popular comedy series Mr Bean as follows:

“Some viewers made harsh comments on me signing the videos I post at You Tube saying that it is a copyright material. I agree it is. I never claim I own the videos. You may not know that some you tubers used to download a video from you tube and re-upload it again in their channels. This is why I put my name on the videos I upload, to prevent them from re-uploading my videos. I agree these videos are copyright-protected. So are other videos of the

same episode other You Tubers uploaded. Did other members who uploaded the same episode of Mr. Bean (without signing their video) get a permission to upload the video? The answer is "NO". Yet, no one criticized them.

I do not make any financial gain out of posting these videos. In fact, my videos of Mr Bean have been viewed more than 1 Million times. This is a great promotion for the actor I love. This may boost his popularity and revive his video sales world-wide. This is the least I can do for someone who has made me (and millions worldwide) laugh a lot".

I am certain that many users of this service share this view, even though it is without doubt illegal. So how are libraries to cope with the threat/challenge of users contributing to user driven services and to what extent will libraries be or be made responsible for the services they provide? Obviously there is no easy answer to this, but in a world where creative content is being used in innovative and new ways it will up to libraries and content providers to find solutions which can on the one hand strengthen the role of libraries in their efforts to provide access to relevant material, while on the other hand not damaging the legitimate interests of the right holders.

Green Paper on the European Research Area: New Perspectives - access to scientific information. By Carmen Morlon, EBLIDA

The Green Paper on "the European Research Area: New Perspectives", adopted by the European Commission last April (http://ec.europa.eu/research/era/consultation-era_en.html#greenpaper), identifies "effective knowledge-sharing" as a key area for the ERA and asks whether there is a need for EU-level policies and practices to improve and ensure open access to and dissemination of raw data and peer-reviewed publications from publicly funded research results".

The European Commission has published an online questionnaire which addresses in more detail the questions raised in the Green Paper (http://ec.europa.eu/research/era/questionnaire_en.html). The questionnaire contains a section on knowledge-sharing, including a specific question on access to scientific information (KSH2).

The public consultation was launched on 1 May 2007 and will be open until 31 August 2007.

The Commission will use the results of the online consultation, along with other inputs, to support proposals for the future development of ERA, which are foreseen in 2008.

EBLIDA strongly advises you to participate in the debate by filling in the questionnaire. The two first sections are compulsory; the other sections are voluntary. Knowledge-sharing is addressed in part four.

i2010: Towards a European Digital Library By Carmen Morlon, EBLIDA

The EP CULT Committee held in May a second exchange of views with Ms Elisabeth Niggemann, Director of the

German National Library and CENL President, Ms Agnes Saal, Director of the French National Library and Mr Peter Mollerup, President of the Danish Publishers Association on the working document by MEP Marie-Helene DESCAMPS (EPP-ED), concerning the creation of the European Digital Library. The following spoke in the debate: Marie-Helene DESCAMPS, Pal Schmitt, Erna Hennicot-Schoepges, Vasco Graca Moura and Mr Forster for the European Commission.

Mrs Niggemann stressed the imperatives of quality and the lasting values inherent to the project, which she reckons cannot be carried out without a political will. She noted the need to reach agreements with publishers so that works which are no longer published can be digitized and accessible to all. Ms Saal highlighted that the European Digital Library, contrary to Google, was a deeply European, cultural and democratic project and called for a joint action to be swiftly defined and implemented, developed at CENL level and Member State level as to reach agreement on technical standards and documentary choices. She hoped for digital markets to be launched and supported the idea of developing public/private partnerships whereby all parties – national libraries, publishers and web surfers – would find solutions for e.g. collaborative work to authorize the digitization of private works, development of search engines, etc.

The idea of a European Digital Library (EDL) originated from six EU heads of state and government, who wanted to allow universal access to the European cultural heritage and to preserve it. In its recommendation of 24 August 2006, the Commission suggests establishing a EDL in the form of a common, multilingual access point to the European cultural heritage. On 13 November 2006 the Council adopted these recommendations unanimously.

It is now up to the European Parliament to send a strong signal so that this project can become a reality. The draft report on the i2010: Towards a European Digital Library by MEP DESCAMPS (available at http://www.europarl.europa.eu/meetdocs/2004_2009/organes/cult/cult_20070625_1500.htm, Item 7) will be discussed by the CULT Committee on 25 June.

Consultation on the development of Europe's online music sector By Carmen Morlon, EBLIDA

A call from the European Commission (17 January 2007) invites comments on initial experiences on how the online sector has developed since the adoption of its Recommendation of 18 October 2005 (2005/737/EC) on collective cross-border management of copyright and related rights for legitimate online music services (OJ L 276 of 21 October 2005), available at http://ec.europa.eu/internal_market/copyright/docs/management/monitoring_en.pdf.

Stakeholders are invited to comment until 1 July 2007.

EBLIDA has prepared a contribution to this consultation, which is available online at <http://www.eblida.org/>.