

Pressure for Innovation
Work group at the conference:
Abolish Barriers, the role of libraries in an evolving Europe.

The work group session lasts 1 hour and 10 minutes. Here is the proposed agenda but you are welcome to suggest additional topics or exercises.

5" Introduction

European politicians want Europe to be the best. Among the fundamental challenges, like poverty, debt, and toleration, they also need to try to make Europe a world leader. The pressure for innovation is among the challenges that interests European politicians.

Innovation is a change in thinking and might result in a change in process, product or organization. A position paper will present the views, opinions and proposed solutions from libraries on the challenges that are deemed important by the politicians in Europe. It should demonstrate how libraries can address these challenges, backed up with real examples, and explain what further progress libraries could make with support from Europe. It will be distributed to politicians and backed up with meetings and more targeted lobbying.

15" Innovation in your own library/organization

Take a few minutes on your own to think about one or two of your own library or organization's innovations. Write a couple of sentences about what the innovation is, and then a few points to explain why you think it is innovative. The innovation can be big or small.

Turn around to one or two of the colleagues sitting close by and tell them about the innovation you have identified.

We would like to collect these examples so please write your name on the top of the paper so that if we would like more information about it, we can contact you after the conference.

If there's time at the end of this session, others in the group might like to hear more about your innovation.

5" Introduction to the position paper

Libraries are currently being left behind by other organizations in the lobbying race. Organized groups present to European politicians their own solutions and gain recognition in funding and policy support. To ensure that libraries remain relevant and get the support they need at European and national level, we must make sure that politicians are aware of the possibilities libraries offer. We must frame our work in terms that make sense to them, and we must show that libraries are more than just store houses of books.

We have grouped some topics together for the work groups today. Our group will focus on topics related to the support of innovation and the support of skills and jobs, and also direct innovation in the information sector.

5" Identifying challenges

To help with the discussion, we have a set of questions that a European or national policy maker might ask.

Policy makers do not necessarily want to find out what libraries can do, they want to find solutions to their problems. We have to demonstrate our strengths and our potential in ways that will show politicians that their problems will be solved.

5" Definition of the problems

Take 5 minutes to look at the questions on your own and then with one or two colleagues. Choose a couple of questions from different sections to discuss. Don't try to answer the questions yet but try to better define the problem by breaking it down into smaller problems and thinking about potential solutions. You can have libraries in the back of your mind, but think about the problem from the politician's point of view.

10-15" SWOT analysis of the problems from the perspective of libraries

Now we can try to solve the problem for the politicians!

S – strengths (what we can already do or what we already have)

W – weaknesses (what is missing or what do we need)

O – opportunities (what problems can we solve)

T – threats (who else could solve the problem, what might go wrong).

Work with your colleagues to perform a SWOT analysis on the problems you have chosen.

15" Discussion of results

We will collect the results of your SWOT analyses and take a little time to discuss them. A summary of these will be presented in the final session.

10" Innovation case studies

In the time left at the end of the session, we can look at some specific examples of innovations in your libraries or organizations.

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an evolving Europe

Helsinki, 7 May 2010

5" Introduction

20" Innovation in your own library/
organization

5" Introduction to the position paper
Identifying challenges

30" SWOT analysis of the problems from the
perspective of libraries

- **Innovation** is a change in the thought process for doing something or "new stuff that is made useful". It may refer to an incremental emergent or radical and revolutionary change in thinking, products, processes, or organizations.

Wikipedia

7 flagships for the Europe 2020 strategy

1. Innovation Union
2. Youth on the move
3. A digital agenda for Europe
4. Resource efficient Europe
5. An industrial policy for the globalisation era
6. An agenda for new skills and new jobs
7. European platform against poverty

- Raise the employment rate of the population aged 20-64 from the current 69% to at least 75%.
- Achieve the target of investing 3% of GDP in R&D in particular by improving the conditions for R&D investment by the private sector, and develop a new indicator to track innovation.
- Reduce greenhouse gas emissions by at least 20% compared to 1990 levels or by 30% if the conditions are right, increase the share of renewable energy in our final energy consumption to 20%, and achieve a 20% increase in energy efficiency.
- Reduce the share of early school leavers to 10% from the current 15% and increase the share of the population aged 30-34 having completed tertiary education from 31% to at least 40%.
- Reduce the number of Europeans living below national poverty lines by 25%, lifting 20 million people out of poverty.

Headline targets from the European Commission's "Europe 2020"
<http://ec.europa.eu/eu2020/>

Strengths?

Value for money/cost
Acceptance/credibility
Time of day
Skills/resources
Location/access
Network of libraries

Weaknesses?

Data/evidence
Network – human/computer
Research/training
Single fix/ongoing
EU level/national level/library level
Policy support
Money

Opportunities?

Social needs/family
Businesses
Children/aging population
Employed/unemployed
Immigrant populations
Public space/free
Online services/ebooks
Different types of library

Threats?

Publishers/other suppliers
Telecentres/free points of internet access
Funding/lack of money
Preservation
Return on investment
Widening gap