Summary of Work group 3: pressure for innovation.

Approximately 25 participants.

Part 1: innovation in my own library.
The participants broke into groups of 4-6 to discuss in more detail the innovation in their own library.

The following were discussed:
1. Discussions on open formats and appropriate licensing terms for catalogue records. i.e. What licence is it appropriate to use to encourage people to use freely available catalogue records on the web?
2. Lobbying policy makers on access to knowledge / copyright issues.
3. Exchange programme – funding was Erasmus – learn through exchange programmes best practice in other countries. EBLIDA network could help spread information about the programme.
4. Sharing Public Private Partnerships knowledge – i.e. best practice for licensing across Europe
5. A communication strategy for the library association being built upon with new recruitment and forming alliances with other actors in the field.
6. Digital depot for long-term storage of digital information
7. Information literacy programme
8. Homework programme for children and welcoming space for all : a living room for people not dependent on age or financial status
9. Services from the university library to the hospital
10. Two-hour weekly radio show also available country-wide on the internet, which presents activities from libraries and interviews with guests – library directors, authors, politicians, etc.
11. Use of web 2.0 technologies (mostly Facebook and blogs), introducing gaming
12. Lending of mp3 files, lending of ebook readers to introduce them to the general public.

The groups then looked at some very general societal problems and considered how libraries could help contribute solutions to the problems through SWOT analysis. The problems were grouped into four categories:
- Employment (the need to reduce unemployment, support new skills and support migrant workers)
- The online information industry (how to keep the European industry a world leader)
- Universities and research (how to support research and students)
- Society (how to improve the information literacy and technological skills of the general public).

The results of the discussions could be grouped into four areas:

- Libraries need to collaborate with each other and with other related organisations.
- A strength of libraries is that they provide free access to services including:
  o the internet, computers, hardware services like ebook readers and fax.
  o language information and courses for learning a new language.
  o language materials for immigrant populations to keep in touch with culture and news from home.

- Libraries provide public space
  - o Welcoming space
  - o A space for theatre, story-telling and other cultural activities
  - o The possibility to access and to use new technology for free.
- There is a need to build a pan-European network to share ideas, people and services.

The Homeless World Cup http://www.homelessworldcup.org/ came up in discussion as a way to sell a service as a solution to unrelated problems, in this case sport is sold as a solution to homelessness and drug abuse, helping to promote healthy eating, a sense of pride and community, and a way for sponsors to promote their product through association with certain ideals. The European White Paper on Sport http://ec.europa.eu/sport/white-paper/index_en.htm shows how sport has managed to promote itself in Europe in this way and hence receive support for policy, legislation and funding. We should use this as a model for how to promote libraries to politicians.