

*Spring 2005*

## *Welcome to Naple News*

### ***Copenhagen Conference January 2005: "A New Kind of Access"***

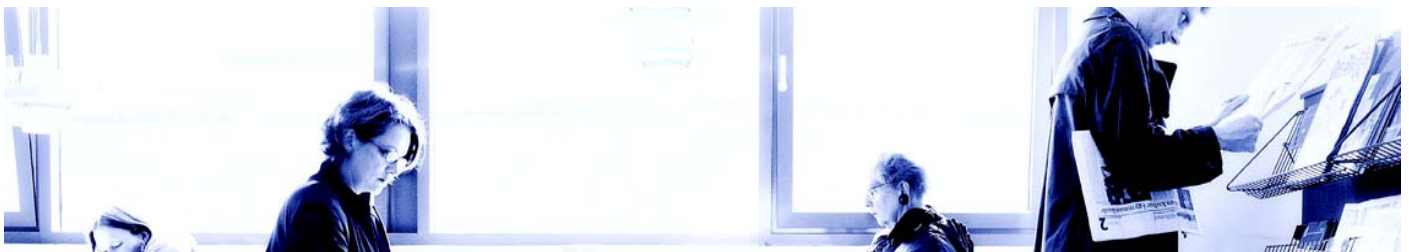
The joint CALIMERA/NAPLE Conference in January was deemed a great success.

91 delegates from 29 countries had found their way to Eigtveds Pakhus and for two days information of high calibre was shared and enjoyed.

The aim of the Conference was to create a common understanding of the significance of political frames for the development of *a new kind of access* – based on local partnerships between archives, libraries and museums. A

new kind of access signifies the citizens' equal, simple and unimpeded access to the cultural heritage or in the words of the EU Commission :“ Anywhere, anytime natural and enjoyable access to IST service for all.“

The final conclusion of the Conference was that there are substantial perspectives in developing a national strategy for seamless digital access between knowledge institutions – a seamless access which in the long term can be extended to a European access with the ultimate goal of creating a coherent system for a 'knowledge web' where the user finds exactly the information he is looking for – neither more nor less.



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## Croatia:

# National Strategy of Development of Public Libraries in the Republic of Croatia

Public libraries have gone through major changes in the past years. In the Republic of Croatia they should already be an integral part of the 21. century information society. But, because of the lack of vision of public libraries' development in the National Strategy of Development of the Republic of Croatia they are not, and that is why library professionals decided to discuss core elements of development and offer this to the Ministry of Culture as a basis for the National Strategy of Development of Public Libraries. (The Ministry of Culture is the only instance which can work out such a strategy). This initiative was established during the 2<sup>nd</sup> Conference of Public Libraries (April 2004) and later accepted at the 34. conference of the Croatian Library Association (September 2004). This initiative has also been supported by the Ministry of Culture.

The Croatian Library Association and the National and University Library formed a team to prepare a draft of the strategies. This draft will be discussed at the third annual conference of the public libraries whereupon it will be submitted to the Ministry of Culture.

The present situation in the public libraries is:

In the Republic of Croatia (4.3 mil. inhabitants) there are about 250 public libraries, 18 county libraries, 7 mobile library services in 7 counties with 250 bus stops.

### Positive facts:

- tradition – (reading rooms since 1846, first city library - Zagreb City Library 1907)
- educated librarians (Departments for Librarianship in Zagreb, Osijek and Zadar Universities and Training Center for Continuing Education of Librarians in Croatia)
- modern trends (free acces for everyone,

social inclusion, all kinds of media, ...)

- library act, standards
- section of the Public Libraries, Croatian Library Association
- international professional connections and membership of international associations, participation in programmes and projects
- top-quality library, cultural and other programmes.

### Problems:

- space
- unstable financing - poor local communities
- lack of equipment (computers) and communication infrastructure
- purchase of books by the State (Ministry of Culture)
- shortage of staff – 'one man/woman libraries'
- atomized processing of data
- membership fee
- incompatible library software
- marketing and management

### Why do we need a national strategy?

In the Republic of Croatia the founders and largest financiers of the public libraries are local communities. Many of them do not recognize the importance of the basic cultural, educational and information institution – the public library. Therefore, the development of public libraries is not standardised, there are a lot of problems with library buildings, building up collections, acquiring new media and equipment, telecommunication infrastructure, librarians, etc. So, there are very good reasons for

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building up a clear national strategy which should activate the process of transforming traditional public libraries into the modern public centres of knowledge and information. The Strategy will be based on international and Croatian documents as well as professional work in public libraries in

Croatia and abroad.

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## **Czech Republic:**

### **Public Lending Right in the Czech Republic**

The government of the Czech Republic is currently preparing amendments to Act No. 121/2000 Coll. of 7. April 2000 on Copyright, Rights Related to Copyright and on the Amendment of Certain Laws (Copyright Act) (<http://knihovnam.nkp.cz/docs/oo-121eng.doc>), which would also include regulations of the *Directive 2001/29/EC of the European Parliament and of the Council of 22. May 2001 on the harmonisation of certain aspects of copyright and related rights in the information society*.

One part of this proposal is also the implementation of remuneration for authors, connected with lending books. The main effort of the libraries will be concentrated on enforcing adequate remuneration for authors according to a public lending right through the state budget. The same way has been chosen for lending sound records. (The license has been in force since 2004). There are some difficulties related to the solution of problems with digitising and document delivery service.



## **Sixth Framework Programme 2002 - 2006**

**TEL-ME-MOR** was selected by the European Commission, [Directorate E](#) as a result of the third FP6 call for proposals published in 2004. The project is funded within the *Activity 2.3.6.1*, which is aimed at stimulating, encouraging and facilitating the participation of organisations from the New Member States and the Associated Candidate

all partners.

[http://knihovnam.nkp.cz/sekce.php3?page=07\\_Pro/08\\_TelmeUvod.htm](http://knihovnam.nkp.cz/sekce.php3?page=07_Pro/08_TelmeUvod.htm)



**TEL-ME-MOR** will be the first serious attempt to develop the research agenda for the knowledge society in the 10 new member states (NMS).

The objective of the Specific Support Actions is to increase the potential of the national European Library) to the 10 NMS, investigates the state of readiness of their knowledge society actors to participate in IST projects and activities, raises awareness and establishes potential partnerships through seminars, meetings and exchanges and provides strong multilingual web support for easy access to networked resources and for local dissemination.

Countries in the activities of the IST area.

National Library of the Czech Republic is one of the partners in the project

<http://www.telmemor.net/>

The official start of the **TEL-ME-MOR** project was February 1<sup>st</sup> 2005. Information about the project is in the native languages of

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## Hungarian library strategy:

### 1. Preparations for joining the European Union

Tasks:

- Ensuring better quality services, introducing library quality development and quality assurance in order to fit European Union standards
- The scope of services of various types of libraries should be expanded in order to accommodate such new areas of activities as lifelong learning and appropriate special services for the disadvantaged
- Libraries should offer a more appropriate environment in order to satisfy new needs and meet new expectations
- Implementing the project 'Library quality development programme 21' in order to achieve uniformly high quality library services as well as to help elaborate standards and guidelines relating to various types of libraries
- Adopting a quality assurance system applicable to libraries and introducing a quality-based professional review, library services should be closer to reaching standards of the European Union
- Launching a broad promotional campaign targeting various groups of society, following IFLA's "@your library" programme
- Collecting and providing literature and information sources related to the European Union and its member states at least in county and municipal libraries.

### 2. Increasing access to information and documents through information technology and telecommunication development and by means of the National Document Supply System for the realisation of the principles of democracy and equal opportunities.

Tasks:

- Further development of the wide area network infrastructure of libraries and public collections
- Development of limited access libraries with valuable collections in respect of cultural heritage for improving the service quality of the National Document Supply System (ODR)
- Assistance to Hungarian libraries outside of Hungary through document supply
- Assistance in acquiring Hungarian materials missing from the national library through international acquisitions from neighbouring countries
- Promoting of the so-called 'telehouse' programme in the framework of institutional development in small localities
- Providing free Internet access in every library. Co-operation with the Ministry of Informatics and Communications in network development
- Inclusion of the present shared cataloguing products (MOKKA, ODR, LibriVision, VOCAL etc.) in the national shared cataloguing system for the realisation of unified data exchange at national level.
- The basic requirement for this is the realisation of unified input and output data exchange between different integrated library systems using the MARC record structure
- Connecting particular library systems to ones using different software through the application of the Z39.50 standard
- Digitisation and content provision (digitisation of selected collections, connecting the bibliographic records to full-text documents, bibliographic control of electronic journals, inclusion of

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public libraries into the national system of electronic document and information supply, realisation of the national-level digitisation programme)

### 3. Regional library supply

#### Tasks

- Setting up library councils for co-ordinating library supply in the new regions formed according to EU harmonisation. One particular region is responsible for the co-ordinated library supply of a population of 1-2 million inhabitants
- Developing, according to the 1997 CXL library act, a deposit-system based model for purchasing services from other libraries for local governments financing small libraries
- Modernisation of the supply system through forming districts covering a population of 10-50,000 inhabitants
- Preparations for introducing a mobile library system for supplying disadvantaged localities. After the relevant feasibility studies this project should be carried out in four counties with additional budgetary support
- Examining the possibility of extending direct, postal and electronic document supply services for the end user.

### 4. Making the image of librarianship more attractive

#### Tasks:

- Examining how librarianship could rise higher in public esteem
- The computer infrastructure of library and information science training institutions must be further developed in collaboration with the Ministry of Informatics and Communications and the Ministry of Education
- Launching accredited professional training programmes at university level, in collaboration with the Ministry of Education
- Working out a multi-year system of continuing training programmes recommended for accreditation
- Integrating newly graduated young librarians
- Actively participating in the elaboration of a system of competitive salaries.

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## The state-of-the-art of Hungarian librarianship – a SWOT analysis

### Strengths

- improvement of the knowledge and dissemination of culture, as well as conservation and safeguarding of cultural heritage are among the aims laid down in Article 151 on Culture of the Maastricht Treaty on European Union; and the library is one of the main institutions implementing these tasks
- Act no. CXL of 1997 (on museum institutions, public library services and general culture) has raised the professional standard of librarianship and has opened up new financial resources
- libraries, which are responsible for collecting, evaluating and providing information, have been concretely mentioned in the government's programme as basic institutions of the information society and the knowledge-based society
- the legal regulations drawn up following the Act have provided opportunities for developing libraries and for the extension training of librarians
- the follow up legal regulations, which constitute a new development framework for Hungarian librarianship, have

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been compiled according to schedule

- the Act has designated two areas whose development should receive priority: the National Document Supply System (ODR) on the one hand, and information/telecommunications technology on the other
- libraries possess significant holdings
- they have created a wide variety of user-centred services
- and they are staffed by committed and devoted professionals.

### **Weaknesses**

- library supply to small communities is waiting to be solved
- the financial resources provided for libraries by their maintaining bodies is often insufficient (this problem hits first of all libraries financed by local authorities)
- the act on the state budget (2000) rescinded the former automatic mechanism of financing (that had been introduced by the Act no. CXL of 1997); and impeded, as a consequence, the implementation of development efforts and ideas
- the government continues to finance parallel developments in the field of both computer network and content services, instead of adequately enhancing the existing library system
- the society's library image is outdated
- librarians' advocacy abilities are inadequate
- the new graduates of LIS schools possess differing competencies because of the large variety and unequal standard

of training schemes

- the devotion of librarians is not always coupled with sound professional knowledge.

### **Opportunities**

- a more adequate financing for local authorities which will affect libraries as well
- library computer networks will be based on the ICT network
- librarianship will become a consolidated and marketable profession
- the future of libraries and the future of society will be organically related
- an up-to-date training scheme, to be developed relying on the 252/2004. (VIII.30.) government decree will provide librarians with modern knowledge.

### **Threats**

- fragmentation of financial resources for providing ICT and content services in the information society; without adequate development libraries cannot fulfil their mission
- public information services are pushed into the background by the private sector
- libraries and librarians will be gradually excluded from the information highway
- if there are no libraries in small communities there will be no places for information transfer and no professionals to assist users there
- libraries cannot assume a major role in the information society.



## **Further development of knowledge society a key factor**

The new Danish government published shortly after it's re-election in February a new programme for their next term of office. The 80 pages long programme presents a catalogue of major and minor goals discussed during the election campaign as well as being a strategic frame for the political work in the future. A good reason for dealing with the programme in a NAPLE context is that its main strategy is quite similar to what we find in many other European globalisation-affected countries: That of developing a knowledge society and a knowledge economy as the basis for creating new jobs instead of the traditional industrial jobs that for the time being are rapidly moving to China, India and other countries where the cost of labour is much lower than in Europe.

The knowledge society strategy indicates strengthening of education and research, and it also focuses on greater ability to exploit research and turn new knowledge into new industries. Libraries are not mentioned explicitly in the new programme, but that they are there - as inseparable from education and research - was explained by the Minister of Culture in one of his first major speeches after the election, delivered at the annual conference of the Danish Library Association. The minister mentioned several library activities that go hand in hand with the ideas presented in the government programme. First of all the activities of the national network, Denmark's Electronic Research library, which now provides practically all research institutions with access to relevant global research were pointed out as a good example of a national strategy matching the needs of a knowledge society. Likewise the public e-access and e-request facility to all Danish library holdings, [library.dk](http://library.dk), was mentioned as best practice. Both are good examples of knowledge society facilities.

Further the Minister singled out three very specific goals mentioned in the government programme which the libraries would be ob-

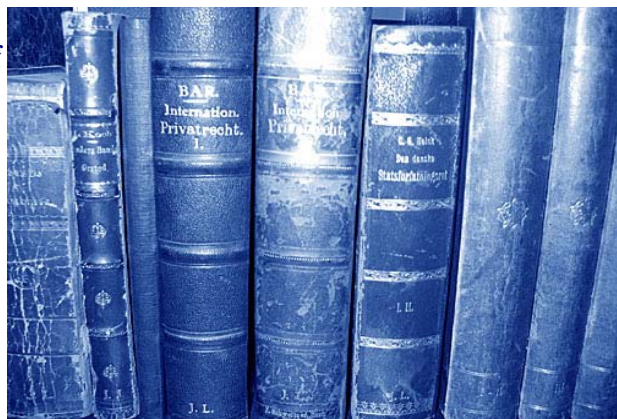
vious candidates for dealing with.

In the first place he mentioned the goal to give better access to research results for innovative circles as potential producers. In fact, the raw material for such a service is at hand in the Danish Research Database, run by Denmark's Electronic Research Library.

Secondly he pointed out that the goal "A national plan for reading, aimed at giving everybody the opportunity for lifelong learning," can clearly build on what most public libraries are doing already, but should, of course, also include a cooperation with the educational system. Thirdly he mentioned the goal to establish a support for doing homework, aimed at school children from ethnic minorities, which is also a well-known public library activity today.

I believe it to be a great challenge for all national library authorities to deal with the role of the library in national policies – and inspiration hopefully can be found in concrete examples – such as the ones given.

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## **Update of Public Libraries in the Netherlands** (February 2005)

### **Reading promotion advice**

In January 2005, The Council for Culture published an advice on reading promotion, stressing the importance of cultural reading, literary texts, structured offer of reading activities to schools, cooperation with the media and broadcasting, and coordination by the Association, in cooperation with Foundation Reading. The Council encourages academic research on lifelong reading, and welcomes including reading promotion activities for adults. The Association prepares a policy document, including its development activities (e.g. national reading programmes, virtual school library and the virtual reading square) and references to local practices (e.g. pre-school reading activities, cultural cooperation).

### **Government/Finances: Restructuring and upscaling**

The ministry of Education, Culture and Science uses a 4-year cycle to consider and evaluate the subsidised activities and organisations. The Netherlands Public Library Association receives about 5 million euro annually to perform national tasks. A budget cut of 7-8% and some restructuring will urge prioritisation of library tasks at the national level.

Although a large number of the public libraries have been confronted with budget cuts, the process of restructuring and renovating the public library system will continue. The central government has even managed to set aside some extra funds for 2004-2006 (resp. 2,5,8 million); planning 20 million euro from 2007 and onwards when the new structure should be ready.

The main aim is to combine larger library organisations into a 'basis library', its definition and size still being diffuse. State, provinces and municipalities have prepared a contract for this framework; in November 2004 they signed an annex indicating the aspired situation in 2007, and conditions such as the minimum level to join in the sys-

tem: spending at least 11-15 euro for the library (excl. housing costs) per inhabitant. Based on a large assembly discussion, the Association has explained to the Secretary of State what it will do in support of the renovation process: guidelines, good practices, library portal, quality system and human resource development plan; performance indicators. The upscaling process should help to create a firm structure and to improve library services. Libraries requested to respect tailor-made solutions for cooperation they had created in various provinces; to support larger libraries with special collections and tasks in the provincial network, and not to frustrate the renovation process by local budget cuts.

### **Innovation and Bibliotheek.nl**

The library portal [www.bibliotheek.nl](http://www.bibliotheek.nl) has reached some new milestones.

The Association's Assembly adopted the [business plan](#) which provides a solid basis for the funding, organisation and extension of this national library service. Digital content can be bought collectively, providing access to newspaper archives, consumer questions etc. Music will be added soon, making [Muzeekweb](http://www.muzeekweb.nl) [www.muzeekweb.nl](http://www.muzeekweb.nl) accessible and searchable with the Aquabrowser under [bibliotheek.nl](http://bibliotheek.nl), thanks to a contract signed with the largest music library CDR. The next step will be to include music which already has a loan service system, in the general digital interlibrary loan service.

This main service of the interlibrary loan component is called: "Borrow nationally, local delivery". The division of tasks and the layered structure of public library collections at local, regional and national level will be respected, while at the same time citizens can search and order their titles nationally online.

A new website and service was launched in December 2004: Services to immigrants are also digitally available, informing on practi-

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cal matters in six different languages: [www.ainp.nl](http://www.ainp.nl). The service is related to the library portal. The Association has also managed to arrange access to the government portal for immigrants in a library application: [www.inburgeringsloket.nl](http://www.inburgeringsloket.nl) with information in English, Turkish and Arabic.

G!ds is a template for collecting and providing information on local organisations in the cultural, social and educational field. As application to the library portal, making use of the Aquabrowser, it is now available for all libraries. *De G!ds* ("Guide") will be a major tool in community information services and setting up of cultural information points.

The digital reference service [al@din](mailto:al@din) has been promoted by a new promotion campaign with commercials addressing young people. In November and December 20,534 questions were asked (of which 64% by young people) and answered by 1000 [al@din](mailto:al@din) librarians. The website was visited about 70.000 times and the [al@adin](mailto:al@adin) service is known by 74%.

The library portal [www.bibliotheek.nl](http://www.bibliotheek.nl) itself has become more widely known: 54%.

### **Lifelong learning and education**

In the field of lifelong learning progress has been made by making libraries very visible in the Week of Learning; national and local partnerships with the regional educational centres and folk universities. New digital sources are made available and target groups are addressed by libraries in a fresh way: starting in Dordrecht, Tilburg, Eindhoven, Nijmegen and Lelystad.

Libraries are partnering with cultural institutions and schools to support and deliver new forms of cultural-educational service. The national policy is to provide schools and education with a stronger cultural content, supported by extra subsidies and pilots like *Alliances*, and *Casanova*, (Eindhoven, Den Bosch, Utrecht Waterwin, Deventer, Heerde and Leiderdorp) which are coordinated by the Association.

### **Cooperation between libraries, museums and archives: Calimera country report**

The cooperation between libraries, museums and archives shows a number of good practices at the local level. They range from incidental joint activities (Eindhoven), to annual programmes (Deventer), bi-location (Arnhem) or even integration (Apeldoorn). At the provincial level, initiatives are taken to support this cooperation with structured consultancy, liaison between regional historic centres and library services and travelling exhibitions. At the national level, pilot projects are supported to develop integrated catalogues of libraries, museums and archives, to give access to integrated files of cultural heritage, and to offer access to interactive sources for cultural education.

Since January 1<sup>st</sup> 2005, Goudanet is available. It offers an integrative access to the collections of the Gouda Public Library, the Regional Archive Mid-Holland and the Gouda City Museum. A search on [www.goudanet.nl](http://www.goudanet.nl) gives results from the three collections, each easily recognisable by an icon. Apart from the integral access, the project has three other elements: 1) The [al@din](mailto:al@din) -team digital heritage Gouda and surroundings answers digitally asked reference questions; 2) an education package has been developed for school children on how to search on Goudanet with the support of the Aquabrowser; and 3) a transferable best-practice model for cooperation in cultural networks, for the benefit of other libraries, museums and archives. The project is financed by the Ministry of Economic Affairs and the Ministry of Education, Culture and Science.

### **More information:**

<http://www.debibliotheeken.nl/english>

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## Scandinavian Public Library Quarterly:

### New look and free of charge

We do believe that Nordic public libraries should have a voice in the international library world, and with the journal *Scandinavian Public Library Quarterly* we hope to fulfil our aim of introducing current tendencies and strategies in Scandinavian libraries to the English-speaking world.

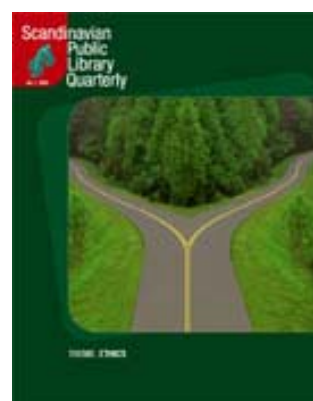
SPLQ has been updated generally – and taken on a fresher look. The most radical change, however, is that as from 2005 it is also *free!* Libraries and library-related institutions are welcome to subscribe to either the printed edition or the electronic version.

The first issue of this year has just been published, and I am sending you a copy by post so that you can take a closer look and decide whether you would like to receive SPLQ in the future. If so – just send me an email, indicating whether you want the paper edition or wish to read it online.

SPLQ is published jointly by the Nordic Public Library Authorities in Finland, Norway, Sweden and Denmark, the main editorial office from 2002-2006 being placed in the Danish National Library Authority in Copenhagen, ([www.splq.info](http://www.splq.info))

If you have any comments or suggestions, please don't hesitate to get in touch. We are also considering bringing the occasional article by authors outside Scandinavia so as to widen both perspective and horizon – how do others view our libraries and strategies – or what is happening in the rest of the European library world?

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### Public Library Conference Helsinki 2006

In the course of the Finnish EU-presidency in late 2006 the Ministry of Education and Culture invites representatives of national public library authorities and library associations to

*New Technology - New Services* a Public Library Conference held in Helsinki 19.–20.10.2006.

Conference venue is the National Museum of Finland.

More information about the conference will be available later through *Naple Newsletter* and otherwise.

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### New colleague in NAPLE

*María Antonia Carrato Mena* is now subdirectora General de Coordinación Bibliotecaria, Ministerio de Cultura in Madrid, having replaced Carmen Caro.

**Next issue**  
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