Educational/social impact of libraries

Martin Berendse
CEO Amsterdam Public Library
• inspiring all Amsterdammers to keep on learning
• making knowledge, culture and information available and accessible
• encouraging personal reflection, bringing people together and promoting community involvement
Life situation index
(2004=100)

City of Amsterdam

North

New-West

South-East

Legend:
- red: less than average
- yellow: bit less than average
- green: bit more than average
- dark green: more than average
Strategy 2025

WHY
living & learning together

HOW
curating our platforms

WHAT
• community libraries
• House of all Languages
• OBA NEXT Zuidas
Living & Learning together

• Specific target groups:
  – 3 target borroughs
  – 0-18
  – 65+
  – learners basic skills

• New coalitions
Dealing with the growing city:
25→ 40 Community Libraries
fysical hub in the digital metropole

next 2025
3. We are focused on serving our communities
Regardless of how we define community, we share a deep commitment to meeting users' needs. We value diversity, inclusion and the importance of providing a non-commercial public space.

8. We want to be less bureaucratic, inflexible and resistant to change
The field shares a desire to be more proactive in its approach, open to innovation and ready to let go of out-dated or restrictive practices.

7. We see the need to build collaboration and partnerships
We recognise working collaboratively amongst ourselves, and in partnership with those outside, as essential for creating a strong, united library field.

3. We need to understand community needs better and design services for impact
Expanding library outreach will help link with local partners, engage new and underserved sections of our communities, and have a measurable impact on peoples' lives.

8. We need to challenge current structures and behaviours
Overcoming our passive mindset and embracing innovation and change will allow us to tackle the challenges facing the library field.

7. We need to develop a spirit of collaboration
Understanding and addressing actual and perceived barriers to collaboration will help end a tendency to work in isolation, and realise the vision of a united library field.