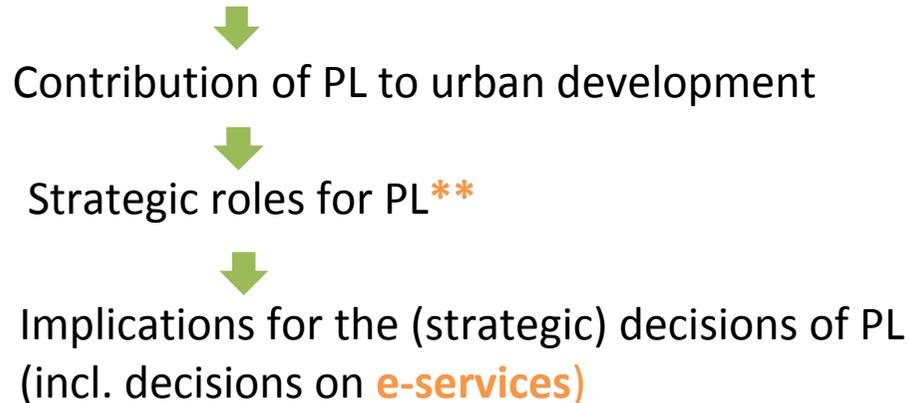13.45-1500

Interactive breakout session : Local is critical

The strategic roles of Flemish and Dutch public libraries in urban development … an explorative research

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1. Introduction

A **"wider" perspective** on e-services of public libraries (PL) in a local/urban perspective

⬇

Contribution of PL to urban development

⬇

Strategic roles for PL**

⬇

Implications for the (strategic) decisions of PL
(incl. decisions on **e-services**)

… Critical = explicit embeddedness of e-services in PL strategy for urban development

** The research results of an **explorative research project** realized in **5 Flemish** and **4 Dutch Public libraries** involved in urban innovation projects (2009-2010) … a new research project in 12 small and medium sized Flemish PL (2013-2015) … a European research project ?!

2. Input break-out session

Identification strategic roles = **future challenges** and **core functions** of PL in an **urban setting** and associated fundamental and identity-related **policy issues**:

Open and modern centers of information dissemination, knowledge development, cultural participation and social interaction (city forum)

(1) Location
(2) Architectural design
(3) Infrastructural facilities (incl. ICT)
(4) Collection **(incl. digital collection)**
(5) Public services or activities beside "lending books" (incl. +/- e-services)
(6) Necessary staff competences

(7) Historical evolution PL
(8) Partners
(9) Special policy domains (e.g. finance, communication, organization, …)

1 generic strategic role and **3 specific strategic roles** … combined !

The **generic strategic** role (* … implications for e-services ?):

(1) Open architectural design

(2) Flexible library zones (changeable and adjustable walls and furniture)
Market-wise/lively/easy accessible areas + intimate/quiet areas
Digital equipment and facilities (e.g. PC's, digital databases and new media)*

(3) Variety of information carriers (e.g. books, journals, CD-Roms)*
Variety of information/knowledge topics (e.g. education, literature, leisure)
Variety of audiences (in age, physical condition, social position, language competences) *
… democratic distribution of information and power !

(4) Intermediate platform services (PL at the disposal of individual and/or collective third parties*
Educational services (e.g. languages, ICT, social skills) *

(5) Different phases of development *
(6) Complex and heterogeneous set of actors with different interests and preferences*
(7) Financial management, project management, participation management, strategic management and organisation management*

The **specific strategic** roles:

Essential features and characterizing metaphors of the 3 specific strategic roles (<u>reference</u> to important local policy themes of urban governments):

Urban landmarks, **area-oriented herald** and **target-group patron**

An overview … see extra page (* … implications for e-services ?):

3. Some interesting and/or useful concluding remarks…

PL can play an importa**n**t role in the future development of **(**Flemish and Dutch**)** cities, but this strategic role is **not necessarily homogeneous** or **uniform** in nature …. not a homogeneous or uniform set of **e-services** ? !

It is not self-evident that other partners and local governments are **aware/know** of the PL contribution (e.g. image building, urban quarter development, target group support) … **e-services** of PL ? !

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