



European Bureau of Library, Information and Documentation Associations

DRAFT EBLIDA Strategy 2007-2010

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PRESIDENT'S FOREWORD

After submission by the Executive Committee to the membership, the *EBLIDA Strategy 2007-2010* has been approved by the EBLIDA Council in Reykjavik in May 2007, after a period of open consultation at the beginning of 2007.

This strategic plan replaces the *EBLIDA Strategy 2004 - 2007* which was reviewed at the request of the EBLIDA Executive Committee by a working group consisting of the President and Director of EBLIDA and three other members of the EBLIDA Executive Committee: Toby Bainton, Jill Martin and Gerald Leitner.

EBLIDA has since its foundation in 1992 expanded on and achieved outstanding results as a key organisation representing libraries, archives and information sectors and professional staff in Europe.

The Strategy is conceived to be a living document and the Executive consider it necessary that it should be reviewed by each new Executive Committee every two years, who will then submit their report to the EBLIDA annual Council.

As concluded by the Executive Committee in The Hague, October 2003, *EBLIDA should promote and defend the interests of the library, archive and information sectors and professional staff working for European citizens.*

This document is intended to outline EBLIDA's overall direction and broad goals for the period covered, in order to allow for transparency, democracy and focus for the organisation and its membership, who are the main reason for the existence of EBLIDA, especially in the new context of European Union enlargement.

President, EBLIDA

1. Mission Statement

The Overall mission of EBLIDA is to:

Secure access for all to the benefits of the information society in all formats:

- § by active involvement at national and European level regarding legislative and administrative issues which are of relevance to the library and information sector in Europe
- § by supporting formal, informal and non-formal education at all levels, including lifelong learning
- § by making culture and cultural diversity accessible, and securing their preservation
- § by supporting scientific and technical development, not least in the areas of Open Access and institutional repositories

EBLIDA should promote and defend the interests of the library, archive and information sectors and professional staff working for the people living in Europe, by:

- § lobbying at European level
- § providing relevant and up-to-date information about EBLIDA and European library issues

§ by seeking involvement in European projects and by organising seminars and workshops of interest to the library and information community

2. Objectives

The primary objectives of EBLIDA are:

§ to foster consultation between its members on matters of common concern

§ to act as a channel of communication between its members and other stakeholders, foremost amongst which would be the European Commission, the European Parliament, other institutions of the European Community and the Council of Europe. Also to engage with right holders, publishers etc on matters of common interest

§ to promote the interests of the European citizen as a user of library services and public information

§ to act as a representative voice of the library and information science profession in European matters and, finally,

§ to serve and further the interests of the library and information science profession, its institutions and its professional workers in Europe

EBLIDA also aims:

§ to increase the influence, impact and cohesion of the library, archive and information sectors and professionals in Europe

§ to represent the views of its membership to the European Union Institutions and other relevant European and international policy-making bodies and to ensure by lobbying and other means that members' legitimate interests are heeded

§ to identify European policy issues of legitimate interest and lobby for favourable outcomes

§ to raise awareness and disseminate information that is consistent with its mission and objectives

§ to recruit and mobilise membership at European and national level on matters of common concern

3. Policy areas

As stated in the mission statement, the overall aim of EBLIDA is to provide access to information and the inherent benefits thereof for the European citizen at all levels. Over the last ten years the advent of the internet and digital media has created a revolution in the way that users access and consume information. A primary policy objective of EBLIDA is to ensure that European library and information users benefit from this paradigm shift and are able to fully utilize the benefits of the information society and the knowledge economy.

During the period 2007-2010 the following areas will be actively pursued:

- § to lobby for and cooperate on European initiatives on digitization including the European Digital Library (EDL) and ensure the widest possible availability of e-content for the benefit of the European citizen
- § to support initiatives on open access and digital repositories, thereby helping to disseminate scientific information to the research and educational communities
- § to combat the unreasonable use of technical protection measures (TPMs), for example where they limit the end-user's legitimate use of materials, e.g. for research or private use
- § to ensure that the statutory rights of users are not undermined by licensing agreements
- § to support the role of libraries and archives in processes and activities related to life long learning
- § to further mobility, ensure quality and enhance transparency among European library and archive educational systems to facilitate exchange of ideas and best practice
- § to hold seminars and workshops on relevant issues and to become involved in pan-European projects, if appropriate.
- § to further co-operation with other leading library and information organisations (e.g. LIBER, IFLA, CENL ,NAPLE, EUCLID)

Lobbying means

EBLIDA lobbies to defend and promote the interests of the library, archive and information sector and professionals in Europe, following mainly the policy agenda of the European Commission. The lobbying efforts of EBLIDA operate in two directions:

- § Influencing the European and International institutions and organisations
- § Providing support to national member organisations

Influencing European Institutions and officials, and achieving positive results, is not a single-direction task. There are many possibilities for action, but often a combined effort is required to achieve a successful outcome. EBLIDA acts mainly through its Secretariat, headed by the Director, who is responsible for the management of relations with the European Institutions and international organisations.

As regards members, it is the EBLIDA commitment to encourage, inspire and support their national lobbying actions, providing the necessary alert and background information when action is required towards a certain policy issue.

It is crucial for EBLIDA's lobbying activities that statements and Position Papers in relation to a certain subject, are carefully prepared, issued and disseminated, in order to maintain and develop institutional and political relations.

The EBLIDA expert groups are central to the lobbying activities of the organisation, adding value to the Secretariat actions towards certain policy issues e.g. EBLIDA's Copyright Expert Group (CEG).

These EBLIDA working groups have proved to be crucial, not only for providing expertise and support to the Secretariat in complex matters, but also for the active involvement of the members in raising national awareness and dissemination of the EBLIDA actions, e.g. the Professional Education Group (PEG).

Members of the expert groups and working groups are usually appointed from EBLIDA members' organisations. A review of these groups, including structure and mandate, will be presented at the Annual Council Meeting in 2007.

The new EBLIDA working group on Digitisation will be constituted in 2007, as approved by the Executive Committee.

As a complement to the lobbying mechanisms, EBLIDA participates in trans-national European Commission funded projects whose main goals are in line with EBLIDA's objectives and mission. This allows EBLIDA to further expand its network and presence in Europe and to receive feedback on policy issues.

4. Membership

EBLIDA's great potential strength is its legitimacy, based on the membership structure of national associations as well as individual institutions, representing library, archive and information sectors and professionals in Europe. Therefore a main goal for EBLIDA is to increase its full and associate membership among these sectors, paying special attention to the new European Union member countries. The recruitment of new members is one of the main tasks of the EBLIDA Secretariat in order to ensure the legitimacy of the organisation and develop its full potential as the leading voice of the library community in Europe.

5. Resources

Financial resources

EBLIDA's main source of funds is membership income and from a limited number of sponsors and this should continue by increasing the membership base. The membership fees will be increased on an annual basis in accordance with the yearly Dutch inflation rate in order to ensure maintenance of the core income and operability of the organisation. The secretariat will investigate the possibility of obtaining EU funding for EBLIDA and other sources of funding.

Human resources

Despite having a small secretariat, EBLIDA has made a considerable external impact as a large network of national associations, governed by an active Executive Committee. It remains flexible and non bureaucratic and needs to ensure that it continues to be proactive and outward looking.

Professional external assistance with financial issues should be maintained as an extra means of financial accuracy.

6. Communication

- § **EBLIDA NEWS** is the EBLIDA electronic newsletter, through which valuable information is disseminated and lobbying actions promoted amongst the members. The newsletter is available on the EBLIDA website on publication.
- § **EBLIDA website.** As an international organisation EBLIDA needs to maintain an up-to-date informative website as a key marketing and information dissemination resource. The possibility of extending and establishing a European Library and Information Knowledge Centre – in cooperation with other library organisations and / or European funding bodies – will be reviewed.
- § **EBLIDA Annual Year Book.** EBLIDA will publish a year book, containing articles of relevance and interest to the EBLIDA constituency.
- § **EBLIDA mailing list**
- § **Conferences and workshops.** EBLIDA will continue to organise such events on relevant European policy issues seeking the active involvement and support of its members in the country concerned. In connection with Executive Committee Meetings and Expert Group Meetings EBLIDA will hold short seminars for the local library and information community on relevant policy issues.

7. Cooperation with other organizations

On both the international and European scene there are a number of library and information organizations and associations of relevance to the work of EBLIDA. In recognition of this and that these organizations often have similar aims and goals EBLIDA will continue and expand cooperation with organizations such as IFLA (International Federation of Library Associations), EUCLID (European Association for Library and Information Education and Research), LIBER (Ligue des Bibliothèques Européennes de Recherche), NAPLE (National Authorities on Public Libraries in Europe), CENL (Conference of European National Librarians) and eIFL (Electronic Information for Libraries). In order to strengthen the voice of libraries at the European and national level it would be constructive to coordinate activities and policy initiatives and make use of expertise within the organizations and associations.

EBLIDA will also continue to work with partners outside of the library and information sector (e.g. consumer organizations and ICT stakeholders) to lobby on European legislative initiatives, which have wide reaching consequences for consumers in general, including library and information users.

Finally constructive dialogue with right holders and publishers should continue. It is important for EBLIDA and the library community to clarify and explain how libraries use and wish to use material in a digital environment and find solutions which secure access for all, while at the same time not undermining the legitimate economic interests of the publishers and authors.

Cooperation with other organizations can take the form of formalized cooperation (e.g. memorandums of understanding), organization of joint conferences, involvement in European projects and European networks and joint lobbying activities on specific issues.