



International Federation of Library Associations
and Institutions

Public Libraries Section

Newsletter

Number 33
March 2006



Barcelona's new High-tech mobile library eases down La Ramblas to the 2nd
Spanish Mobilemeet in October 2005

Your new editor

I am pleased to introduce myself as the new editor of the newsletter. I'm from North Yorkshire in England. I work as Social Inclusion Officer at Barnsley Library in South Yorkshire. For many years, I have been a member of the UK Branch and Mobile Libraries Group and have edited the group's newsletter for about 15 years. I am the author of the world's best selling book on mobile libraries and have done papers on mobile libraries in about 15 different countries,

I first went to an IFLA conference in 1993 and have been to five others since then.

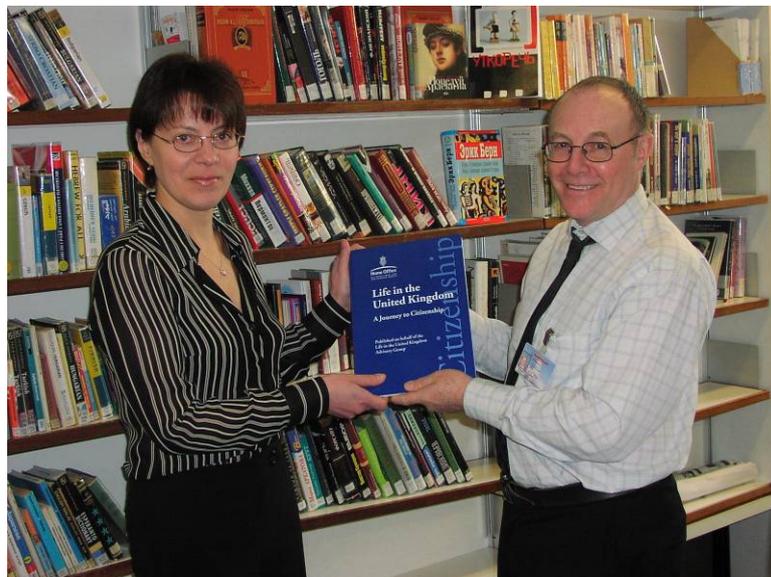
I have been a member of the IFLA mobile library section for 4 years and was editor of its newsletter.

My work in Barnsley involves working with people who have come to the town from all over the world.

Finally, I must thank John and Torny for providing much of the material for this first issue

Ian Stringer

Please send editorial material to
ianstringer@barnsley.gov.uk



Ian Stringer, presenting the new book on citizenship to Irina Laycock from Ukraine and chair of Barnsley Russian speaking community.

IFLA/Unesco Public Library Guidelines for Development – e-book revision

There has been a great deal of activity in the programme for translating, publishing and promoting the Guidelines since a revised edition was produced by this Committee and published by K G Saur in 2001.

There are now twenty-eight languages translated or in the process of translation of which the most recent are in Turkish and Latvian. Nine languages are now available to download freely from IFLANET and in 2005 thirteen of the eighteen most significant Indian languages were completed and published under the under the co-ordination of Professor C. R. Karisiddappa of Karnatak University, Dharwad.

The guidelines have been promoted and discussed at many conferences and seminars around the world involving past and present members of this Standing Committee. A poster and leaflet were produced for the IFLA Conference in Buenos Aires in 2004 and in 2005 these were translated into Norwegian with the assistance of the Libraries Archives and Museums Authority of Norway and a Poster Session attracted much attention and interest at the IFLA Conference in Oslo.

There is much more information about the progress of the project available on IFLANET at

http://www.ifla.org/VII/s8/proj/s8_Guidelines_For_Development.pdf

however, the latest news is that there is now a new 2 year project to revise areas of the Guidelines which have changed since 2001, particularly those concerning Information and Communications Technology.

It is also intended to add photographic illustrations of exemplar library services and programmes into the publication. A working group of Standing Committee members including Barbara Gubbin (USA), Ian Stringer (UK), Joyce Jelks (USA) and Ruth Ornholt (Norway) and myself will be co-ordinating feedback and creating the revisions which will be one of the first e-books in the IFLA publishing programme to be published in 2007.

It is planned to produce a fully revised edition of the Guidelines in hard copy in 2009 as a follow on from this project. We really need your ideas and contributions to make this a success. Please contact any of the members of the working group or myself with suggestions for change or illustrations of good practice reflected in the existing text.

John Lake

Secretary of Section 8 Public Libraries Standing Committee.

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John and Sjoerd Koopman pose with the three translators

Request from Poland

The Centre for Comparative Studies of Civilisations at the Jagiellonian University in Krakow, together with nine European partners listed below is now preparing the EU educational project MULTIPOETRY. We would be honoured to have you as contact person for your institution in the international network of libraries to co-operate on selection of national poems. The objective of the project is translation digitalisation as well as popularisation of the national poetry of participating countries as a form of cultural heritage. The financial participation of your institution is not necessary. Please let me know if yourself or someone in your institution could be a contact person for the project.

Attached please find descriptions of the project and photos from our poetry project implemented in Poland.

Thank you for your best consideration

Best regards

Andrzej Bialko Association for Cultural Initiatives

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(This looks very interesting and I agreed to act as contact editor)

Project acronym: Multipoetry

The project proposes a theoretical and practical framework for providing co-operative ICT methodology to university teachers and to policy makers who are currently challenged for initiative of implementing innovation in the education system. The authors of the project assume that in modern society poetry has lost its specific force and vigour that affected humanity throughout civilisation. Higher Education in European countries is still teacher-focused, despite the fact that today's students largely do not derive

motivation from the same impulses of studying as was the case with previous generations. The project aims at designing a technopedagogical environment for deepening the knowledge on the classical poetry, co-operative translation of national poems and production of ICT tools ready to be used by European schools working with methods that are not entirely new.

The MULTIPOETRY proposal builds on the work already undertaken by many educational centres. Further development of the processes indicated above is to assure digitalisation of poems and also their dissemination as well as development of high quality learning methodology.

Approach: This innovative ICT project will be implemented internationally by co-operating universities in context in which all project components, teaching materials, students' approach to multicultural learning and assessment systems are aligned. The application of ICT newest technology will establish and support the sustainability of direct contact between young Europeans, merging poetry and cultural heritage as its background within modern media, such as TV, Internet, video games and cellular phones and will create intercultural and social-oriented dimension.

Each of the participating educational institutions has a leader, university professor who conducts comparative translation of selected poems from original language to English, thus creating educational panels in each country. Students select classical contemporary poems that represent their own culture; It doesn't have to be the country of their residence – (for example Roma students from Poland and Slovakia or Jewish students from Germany). The translation begins with comparative research by the student-participant with the aim of finding a classical poet in English language, who would be similar in terms of style and bibliography. Translated poems will be internationally evaluated and presented to all projects' participants at poetry seminars.

The very selection of poems and their interpretation by individual student-participant creates conditions for creation of their own poems, which will be firmly rooted in the culture the participant represents. On the grounds of this knowledge, the participants will be given a chance for their own collective poetry writing and public presentation.

Thus, the participant can examine his/her knowledge on classical poetry and test his/her own language and artistic development at the same time. To that extent, the young artists judged by the jury committees in the context of the competitions represent a highly qualified potential, which deserves further observation, active support, acknowledgement and promotion by publishing institutions and public on European level.

Expected results:

- A massive digitalised collection of translated poems available to all international library users.

- The multimedia package – an assembly of all final project technological outcomes will be presented on the Internet and made accessible to all methodological education centres in Europe.
- The project stresses direct contacts of students from the 12 (but not only) participating countries. The co-organising universities in Poland, Iceland, Slovakia, Denmark, Austria and Italy will collaborate on the development of method and promotion in European schools. The partner TV stations in Belgium, Poland, Czech Republic, Lithuania and Iceland will broadcast the documentary film. The collectively created poems, as a part of interactive video games with connection to cellular telephones, will extend the project across Europe.

The project partners

- Jagiellonian University
- Centre for Comparative Studies of Civilisations, Poland
- The Iceland University of Education, Reykiavik, Iceland
- The Steunpunt ICO Gent University, Belgium
- Literature, Theatre and Music Museum (RTMM) Riga, Latvia
- Stadt Nürnberg Amt für Internationale Beziehungen Germany
- Liceo Classico G. Prati in Trento Italy
- Ludwig Boltzmann Institut Demokratiezentrum Vienna Austrian
- Municipality Office of Culture Development of Feres Greece
- The FIH School of Music Iceland

Poltova Library in Ukraine

I have received news that the children's library in Poltova Ukraine has been destroyed by a bomb. I wrote sending our sympathies and received the following note.

'Thank you very much for your hearty letter of support! Sorry for our delay with the answer: we were very busy. Now we are repairing the premises, which suffered from the explosion. We are also trying to assert our rights for that premises at the court.

If you still could send up any children books you can send them to the following address: ul.Gagarina,5, Poltava , 36011.Ukraine Recipient: Mr.Chobitko L.G.'

Best regards,

The staff of Poltava children's library.

A précis of the Marketing Strategy. The full version can be seen on the website

IFLA Public Libraries Section IFLA/UNESCO Public Library Guidelines for Development Marketing and Translation Strategy

**Updated
December 2005**

Project Goals

- To promote equal access to public library services for all
- To raise the quality of services in public libraries by defining standards, developing guidelines and documenting best practices
- To promote the importance of training and professional development in libraries
- To defend the role of the public library in democratizing access to and the use of information technology

Project Description

This project focuses on:

- Ensuring the translation of the Guidelines into as many languages as possible
- Mounting these translations onto the IFLA website (observing required copyright)
- Developing a world-wide marketing strategy including a promotional pamphlet in all IFLA official languages and others as possible
- Speaking and displaying at national and regional library meetings and conferences with a focus (but not limited to) Africa, Latin America, Southeast Asia and the Indian sub-continent
- Working in collaboration with UNET, the UNESCO Model Library Network Project to encourage the application of the guidelines in real library situations

Project Duration: 4 years 2002-2005

Public Libraries Section Strategic Plan 2005-7 Created after the IFLA World Congress at Oslo, Norway 2005

Mission

The IFLA Section of Public Libraries provides an active international forum for the development and promotion of public libraries, which serve the whole community in the context of the information society and ensure access to information at the local level. Our goals, objectives and strategies are developed within the context of the principles enshrined in the Public Library Manifesto, the Public Library Guidelines for Development, the IFLA Professional Priorities, the Three Pillars of IFLA and the current Presidential theme for 2005-2007.

Goals

1. To promote equal access to all

Professional priorities: (a) Supporting the Role of Libraries in Society; (b) Defending the Principle of Freedom of Information; (d) Providing

unrestricted Access to Information; (i) Promoting Standards, Guidelines and Best Practices

Presidential theme of partnership

Three Pillars: Society, profession and members

Actions

1.1 Raise awareness of the principles enshrined in the Public Library Manifesto

1.2 Arrange for the reprint of the current Manifesto in English

1.3 Pursue the revision of the Manifesto with Unesco and publish by 2007 if agreed.

2. To raise the quality of services in public libraries by defining standards, developing guidelines, and documenting and disseminating best practices

Professional priorities (a) Supporting the Role of Libraries in Society; (b) Defending the Principle of Freedom of Information; (f) Promoting Resource Sharing; (h) Developing Library Professionals (i) Promoting Standards, Guidelines and Best Practices

Presidential theme of partnership

Three Pillars: Society, profession and members

Actions

2.1 Continue to promote the Public Library Guidelines for Development involving the International Guidelines Team

2.2 Ensure the 2001 Guidelines are translated into 50 languages and mount as many as possible on IFLANET by 2007

2.3 Translate the promotional leaflet and poster into Spanish by 2006

2.4 Translate the promotional leaflet and poster into French and publish in time for the 2008 IFLA World Congress in Quebec

2.5 Promote the guidelines at conferences and seminars through displays, presentations and giving papers

- Paper to the Consal Conference in Manila, March 2006
- Poster Session at Seoul IFLA World Congress in 2006

2.6 Prepare a revision of the Public Library Guidelines for Development and publish in e-book format in 2007 and in hard copy by 2009

2.7 Promote guidelines of sister sections in Division 3

2.8 Maintain and expand the Meeting User Needs resource list of best practices on IFLANET

2.9 Extend the availability by translation of the resource list into the IFLA languages on IFLANET

3. To promote the importance of training and professional development for librarians

Professional priorities (a) Supporting the Role of Libraries in Society; (f) Promoting Resource Sharing; (h) Developing Library Professionals (i) Promoting Standards, Guidelines and Best Practices; (j) Supporting the Infrastructure of Library Associations

Three Pillars: Profession and members

Actions

3.1 Develop a programme for creating an understanding for the need for advocacy in the political process of library administration

4. To defend the role of the public library in democratising access to and the use of information technology

Professional priorities: (a) Supporting the Role of Libraries in Society; (b) Defending the Principle of Freedom of Information; (c) Promoting Literacy, Reading and Lifelong Learning (d) Providing Unrestricted Access to Information (i) Promoting Standards, Guidelines and Best Practices; (k) Representing Libraries in the Technological Marketplace

Presidential theme of partnership

Three Pillars: Society, profession and members

Actions

4.1 Support the Public Libraries & Democracy discussion group

4.2 Ensure that a discussion group is held at the Seoul and Durban World Congresses.

4.3 Comment on and lobby for the situation regarding the World Summit on the Information Society (WSIS)

5. To promote literacy, reading development and lifelong learning projects

Professional priorities: (a) Supporting the Role of Libraries in Society; (b) Defending the Principle of Freedom of Information; (c) Promoting Literacy, Reading and Lifelong Learning (d) Providing Unrestricted Access to Information (f) Promoting Resource Sharing

Presidential theme of partnership

Three Pillars: Society, profession and members

Actions

5.1 To assist librarians and information workers in Africa with approaches to providing health care information regarding HIV/AIDS at the 2007 Conference in Durban

6. To promote networking and cooperation between libraries and other agencies

Professional priorities: (a) Supporting the Role of Libraries in Society; (f) Promoting Resource Sharing; (g) Preserving Our Intellectual Heritage

Presidential theme of partnership

Three Pillars: Society, profession and members

Actions

6.1 Document and demonstrate how libraries, museums, archives and other agencies can work together and develop service partnerships

6.2 Produce report for IFLANET

6.3 Present a paper on the report at the Seoul World Congress in 2006.

6.4 Submit proposal for the publication of the final report as an IFLA Professional Report by 2007

7. To Balance the Needs of Users with the Intellectual Property Rights of Authors

Professional priorities: (a) Supporting the Role of Libraries in Society; (e) Balancing the Intellectual Property Rights of Authors with the needs of Users

Presidential theme of partnership

Three Pillars: Society, profession and members

Actions

7.1 Monitor Copyrights and Licensing issues related to public libraries

7.2 Work with CLM to promote public library needs and interests in legislation

7.3 Maintain contact with the Eblida Working Group on copyright and comment and re-act as required.

8. To promote the role of Libraries in Society

Professional priorities: (a) Supporting the Role of Libraries in Society

Presidential theme of partnership

Three Pillars: Society, profession and members

Actions

8.1 To support librarians and Library Associations in the 2004 Tsunami affected countries with mentoring, twinning and training initiatives

9. To develop section membership

Professional priorities: (h) Developing Library Professionals

Three Pillars: Profession and members

Actions

9.1 Grow membership to 350 from 339

9.2 Maintain a mentoring program for new SC members

10. To market the Public Libraries Section

Professional priorities: (a) Supporting the Role of Libraries in Society
(d) Providing Unrestricted Access to Information; (f) Promoting Resource Sharing; (h) Developing Library Professionals; (i) Promoting Standards, Guidelines and Best Practices;

Three Pillars: Profession and members

Actions

10.1 Liaise with IFLA HQ to assure the Section's area of IFLANET is current and well presented.

10.2 Maintain and improve the Section's presence on IFLANET with minutes of meetings, newsletter updates, strategic plan and other agreed documents

10.3 Mount the Public Library Guidelines on IFLANET in 10 + languages (see also 2.1)

10.4 Solicit involvement from IFLA PL members via website/email/listserve

10.5 Conduct membership campaigns in Standing Committee Member's countries using the IFLA Membership Toolkit

10.6 Update the Public Libraries Section brochure

10.7 Send welcome letter to each newly elected Section member

10.8 Market the Public Libraries Section at other conferences

10.9 Promote the marketing of libraries using the "@ your library campaigns

10.10 Plan mid-year meetings

2006 Oklahoma, USA

11. To mount successful programs at IFLA conferences

Professional priorities: (h) Developing Library Professionals

Presidential theme of partnership

Three Pillars: Society, profession and members

Actions

11.1 Plan programs and partnerships for Seoul, Korea 2006; Durban South Africa 2007; Quebec, Canada 2008

11.2 To continue to assist with the organisation of the "Bill and Melinda Gates Foundation Access to Learning Awards" at IFLA World Congresses and to actively encourage suitable libraries to apply for the awards

12. To manage section finances effectively

Professional priorities: (j) Supporting the infrastructure of Library Associations

Three Pillars: Profession

Actions

12.1 Establish the new financial reporting and control arrangements

12.2 Complete financial accounts as per deadlines

Mobilemeet pictures

As former chair of the mobile library section I am pleased to include a few views of mobile libraries taken at the WLIC in Oslo. The two pictures below show inside and out of the Kobenhavn trailer library with extending sides. It is almost a branch library



y.



A memory of Oslo. A mobile library poses by the Holmenkolen Ski slope.

European communication policy

Klaus-Pete Boettger, has sent me details of the european communication policy (final version 01.02.2006) because on page 8 you also find LIBRARIES!! Try it out.

http://europa.eu.int/comm/communication_white_paper/doc/white_paper_en.pdf

Finally



A smiling John Lake shows off the Public Library Sections poster WLIC Oslo 2006