



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

**Updated
August 2007**

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

Types of Organizations to be involved in implementation

- International, national, regional, provincial library associations
- National Libraries' offices responsible for Public Libraries
- Schools of Library and Information Science World-Wide

Specific Library Organizations identified to date

- Swedish National Council of Cultural Affairs
- Canadian Library Association
 - Ontario Library Association
 - Atlantic Provinces Library Association
 - Provincial and Territorial Library Directors
- American Library Association
 - Public Libraries Association
- Danish Library Association
- CILIP: Chartered Institute for Library and Information Professionals (Formerly the Library Association in the UK)
- PULMAN (Public Libraries Mobilising Advanced Networks)
- EBLIDA (European Bureau of Library, Information and Documentation Associations)

Dissemination Strategies

- Guidelines translation on IFLA website
- Conferences or parts of conferences on the topic
- Articles in library and related publications
- Website links
- Library and related listserves

Methodology

- Establish schedule and monitor the translation of guidelines in cooperation with IFLA HQ
- Ensure PL Standing Committee Information Officer mounts electronic versions on the IFLA PL Section website
- Work with other sister sections of the Coordinating Board for Division Three to promote guidelines at their meetings and workshops and link PL guidelines to more specific guidelines for related services (e.g. Children's, Persons with Disabilities, Blind, Bookmobiles, Multicultural Services, Schools)
- Draft, print and distribute marketing pamphlet to promote guidelines; mount on website (copyright free)
- Establish schedule of presentations to targeted audiences; monitor and record list of presentations
- Create simple, portable display for use at conferences and meetings
- Work with UNET to arrange for member libraries to review, implement and report back on usefulness of the guidelines
- Disseminate hard copies of English guidelines to selected target audiences: e.g. library schools
- Attend and be on the program of national and regional library conferences especially in Africa, Latin America, Southeast Asia and India
- Establish a world-wide group of supporters, linked by email and the WWW to support and promote the guidelines and share best practices about promotion and implementation
- Create major promotional and partnership links related to the promulgation of the Guidelines in the countries where the PL section has residing members
- Complete mid-term and final reports and evaluation on the project.

Project Budget

Projected Expenses:

Item	2002	2003	2004	Total
Administration/printing	800	1200	800	2800
Travel and Subsistence	2000	4000	2000	8000
Translation	1100	1700	1100	3900
Other	100	100	100	300
Total NLG	4,000	7,000	4,000	15,000
Total € EUR	1815	3176	1815	6806

Project Income € EUR:

Item	2002	2003	2004	Total
Guidelines Carryover	543			543
IFLA HQ	1272	3176	1815	6259
CILIP(UK)	783			782
CALUPL (Canada)		368		368
Total € EUR	2598	3544	1815	7952

An additional 1300 Euros was transferred into the promotional budget at the August 2004 meeting in Buenos Aires left over from the Life Long Learning project.

Action Plan

1. Translations to August 2007:

With the help and guidance of IFLA HQ, the Guidelines have been or are being translated into 43 languages including a major project to translate 18 of the most widely spoken Indian languages.

12 languages have been mounted on the IFLA PL website as of August 2007 English, German, Hungarian, Russian, French, Arabic, Norwegian, Spanish, Italian, Czech, Basque and Catalan as well as a promotional leaflet and poster.

IFLA HQ continues to focus on encouraging translations in: Danish, Estonian, Finnish and Hebrew

Lead: **John Lake** working with **Sjoerd Koopman** of IFLA HQ.

Translation Objectives:

- a. Ensure translations are IFLA approved and published
- b. Ensure translations are mounted on website
- c. Continue to encourage and secure additional languages for translation and mounting on website

See Appendix A for list of languages for guidelines translation as of August 2004:

2. Promotion with IFLA Sister Sections

Lead: **John Lake**

- PL Section Liaison members to attend section meetings and/or meet with section representative(s) and/or contact Section Chairs electronically to speak about PL Guidelines and how they can be linked to other sections' guidelines, objectives and activities. In exchange the PL section should do what it can to support and promote the guidelines of sister sections.

Section	PL Section Liaison	Section Chair
Africa	John Lake	Jacinta Were
Asia and Oceania	John Lake	Gary Gorman
Government and Official Pubs	?	Jane Wu
Latin American and Caribbean	?	Roberto Servidio
Libraries for Children and Young Adults	Gunilla K. Mortin	Ivanka Stricevic
Libraries for the Blind	?	Johan Roos
Libraries Serving Disadvantaged Persons	Torny Kjestad	Joanne Locke
Library Buildings and Equipment	Florence Poncé	Andrew Cranfield
Library Services to Multicultural Populations	Torny Kjestad	Kirsten Nielsen
Metropolitan Libraries	?	Liv Saeteren
National Libraries	?	Ingrid Parent
Reading	John Lake	Gwynneth Evans
School Libraries and Resource Centres	Torny Kjekstad	James Henri
Statistics and Evaluation	Florence Poncé	Mike Heaney

2. Create Promotional Materials

- Create promotional pamphlet
 - Lead: **John Lake. Completed.**
- Create design template for portable display for conferences around the world
 - Lead: **John Lake. Poster, leaflet and Powerpoint presentation produced as core resource completed.**
- Create poster session for the World Congress in Oslo, Seoul and Durban conferences.
 - Lead: **John Lake. Poster session proposal accepted and poster session provided.**
- Create Liaison Team Kit with:
 - Speaking points, Powerpoint deck, related articles, hard copy of guidelines; bibliography/resource list; order forms for Guidelines
 - Lead: **J. Lake Order form created as part of promotional leaflet. Powerpoint presentation template created.**
- Create database to keep track of related materials
 - Lead:
- Norwegian translation of the leaflet and poster published with the assistance of the ABM Norway.
 - Lead: Torny Kjekstad.
- French translation of the leaflet published with the assistance of the Quebec Ministry of Culture.
 - Lead: Suzanne Payette
- Spanish translation of the leaflet published with the assistance of the Spanish Ministry of Culture.
 - Lead Gloria Perez Salmeron

3. Develop International Liaison Team

- Create international Guidelines Liaison Team to promote guidelines in home countries
 - Lead: **B. Clubb/J.Lake. Completed. Meeting held at World Congress in Buenos Aires 2004 to review marketing strategy.**

- All PL Standing Committee members to promote Guidelines in home countries
 - Lead: **John Lake. List-serves used plus translations. Ongoing.**
- Create speeches and background material to support above teams
 - Lead: **B. Clubb**

4. Work with organizations to promote Guidelines

- UNET
 - Member library staff to review and report back. **K. Hassner. Completed.**
 - Make presentation on Guidelines at Canada UNET meeting in September 2002
Lead: **K. Hassner. Completed.**

CILIP (Chartered Institute for Library and Information Professionals, UK)

- Work with *Jill Martin* of CILIP to develop promotional program with CILIP funding: Lead: **John Lake. Completed.**

EBLIDA

Work with **Maria Pia Gonzalez Pereira**, Director

- , Director EBLIDA to promote the Guidelines through EBLIDA (European Bureau of Library Information and Documentation Associations)
Lead: **Jan-E. van der Putten**
- Work with the PULMAN Project (Public Libraries Mobilising Advanced Networks) through EBLIDA
Lead: **Jan-E. van der Putten**
- Work with ALA/PLA to promote guidelines
 - Joint ALA/CLA in Toronto 2003.
Leads: **Bernie Margolis/Mary Sherman/Barbara Clubb. Completed.**
- Promote Guidelines to library schools world-wide
 - Purchase copies from Saur (60% discount) and send to libraries schools with letter of introduction and encouragement
 - Seek sponsors to underwrite cost of purchasing
 - Lead: **Borge Sondergard**
 - Lead (Canada): **B. Clubb. Completed.**

Liaison and PL Standing Committee Members as of December 2005	
* = PL Standing Committee Guidelines Team Members	
Country/Organization	Name
Angola	Maria José Faria Ramos
Australia	Poustie, Kay
Australia	Alan Bundy (Australian Library Journal)
Canada	Clubb, Barbara
Canada , APLA	Laurette Mackay
Canada	Payette, Suzanne (Co-lead)*
Chile	Gonzalo Oyarzún
China	Dr Wu Jianzhong
China	Jingxia, Li *
Columbia	Rodriguez, Gloria Maria
Costa Rica	Lake, John
Croatia	Stričević, Ivanka
Croatia	Sviben, Zdenka
EBLIDA	Maria Pia Gonzalez Pereira
Hong Kong	Yuk-Man Lee
India	Bhattacharjee, Dr. R.
Iran	Ardoolan, Reza
Ireland	McDermott, Norma
Italy	Ciccarello, Domenico
Korea	Cha Mikyeong, PhD
Latvia	Maulina, Anna
Malaysia	Bolhassan, Rashidah HJ.
Malaysia	Yusof, Salbiah Mohammad
Malaysia	Begum, Rashidah
Mexico	Gomez, Monica
Norway	Ornholt, Ruth*
Netherlands	Putten, Jan Ewout van der
Portugal	Moura, Maria José
Sweden	Gunilla Konradsson-Morton
UK	Philip Gill
UK	Lake, John Bruce * co-lead
UK	Stringer, Ian*
USA	Gubbin, Barbara*
USA	Jelks, Joyce*
USA	Barbara Gubbin
USA	Parker, Richard
USA	Lynch, Beverly
World Health Org. (Switzerland)	Grandbois, Yvonne

Liaison members still being sought from:

Argentina, Caribbean, Brazil, Africa.

Note: Trinidad/Tobago indicate they need assistance. Follow-up required
Additional countries/organizations welcome.

Send liaison candidate names to **J. Lake**.

5. **Attend National/International Conferences to promote Guidelines** with emphasis on Africa, Latin America, Southeast Asia and the Indian sub-continent
Leads: B. Clubb/John Lake
- Prepare for 3rd Pan African Conference on Reading for all
 - Location: Kampala, Uganda, August 18-22, 2003
 - I. **Kerstin Hassner** attending with funding support from PL Section
 - Caribbean:
 - Port-of-Spain, Trinidad and Tobago. P. Gill spoke at the “Seminar on IFLA/UNESCO Manifesto and Guidelines for School and Public Libraries” held May 5-7th, 2003. Sjoerd Koopman (IFLA HQ) gave copies of Guidelines to each of the public library delegates
 - Latin America
 - PL/Gov Info Sections Joint initiative with Latin American Section
Proposed workshop to take place in Chile in 2003
 - Powerpoint presentation provided by John Lake for Conference in Costa Rica in June 2007.
 - Southeast Asia
 - Conference in Penang, Malaysia
Philip Gill attended conference in 2003.
John Lake led a workshop on the Public Library Guidelines in Penang, Malaysia in 2004
John Lake presented a paper on the Guidelines at the XIII Consal Conference in Manila, Phillipines in 2006
 - India: TBA
 - Taiwan, October 2002
 - **B. Margolis** and **Ngian Lek Choh** attended
 - ALA/CLA (Toronto 2003)
 - Leads: **Sherman/Clubb** attended
 - Anglo/Scandanavian Conference, England, 2003
 - Lead: **John Lake** assisted with organization.
 - Italy
 - **P. Gill** attended Italian Library Association Conference November in Florence and Vicenza; report available in PL Section Newsletter February 2003 and appendix D update attached
 - **B. Clubb** spoke to librarians from Emilia-Romagna region in Bologna in March (in conjunction with PL Section meeting). Speech attached.
 - **Klaus-Peter Boettger** and **Elena Boretti** attended the conference and spoke on the Guidelines in Italy in 2004.
 - Croatia: **P. Gill** keynote speaker at the “Conference on Public Libraries in Croatia” in Split Croatia, June 2/3, 2003. Guidelines in Croatia launched.
 - Vietnam
 - **Kerstin Hassner** attended a conference in Laos.
 - Spain:
 - **Assumpta Bailac** (Spain) reports that the Cataluña Library Association organized a round table on the Guidelines on October 16, 2003 in Barcelona.
On October 21 2003, the Guidelines were also the subject of a professional development day for librarians in the province of Barcelona.

Appendix A Guidelines Translations as of August 2007

IFLA/UNESCO Public Library Guidelines: language versions

Prepared by Sjoerd Koopman, IFLA HQ.

* = on IFLA website

Albanian	Translated and published by Albanian LA
Arabic*):	Translated by UNESCO; Published in print by King Abdulaziz PL, Saudi Arabia
Assamese:	Translated and published by Indian Library Association
Basque*):	Translated and published by Basque Ministry of Culture
Bengali:	Translated and published by Indian Library Association
Catalan*):	Translated and published by LA of Cataluña
Chinese:	Translated and published by Shanghai Library, in collaboration with
Chinese	LA Translated and published by Shanghai Library, in collaboration with Chinese LA
Croatian	Translated and published by Croatian LA.
Czech*):	Translated and published by Czech LA SKIP
Dutch:	Translated and published by Dutch Public LA
English:	Published by K.G. Saur
French*):	Translated by UNESCO; Published in print by ABF
Galician:	Translated and published by Galician Cultural Council
German*):	Translation by German LA -- published by K.G. Saur
Gujarati:	Translated and published by Indian Library Association
Hindi:	Translated and published by Indian Library Association
Hungarian*):	Translated and published by Hungarian National Library
Italian*):	Translated and published by Italian LA
Japanese	Translated and published by Japanese LA
Kannada:	Translated and published by Indian Library Association
Kashmiri:	Translated and published by Indian Library Association
Korean:	Translated by LIS Department, Sangmyung University; published by Korean LA
Latvian:	Translated and to be published by Latvian National Library
Lithuanian:	Translated by LIS Department, Vilnius University; published by National Library of Lithuania

Malayalam:	Translated and published by Indian Library Association
Malaysian	Translated and published by Malaysian National Library
Manipuri:	Translated and published by Indian Library Association
Marathi:	Translated and published by Indian Library Association
Nepali:	Translated and published by Indian Library Association
Norwegian*):	Translated and published by Statens Bibliotektilsyn
Oriya:	Translated and published by Indian Library Association
Polish:	Translated by Department of Information and Book Studies, University of Warsaw - Published by Polish LA
Portuguese:	Translated and published by Portuguese LA Liberpolis
Romanian:	To be translated and published by LA of Moldova
Russian*):	Translated by UNESCO; published in print by Russian LA
Sanskrit:	Translated and published by Indian Library Association
Serbian:	Translated and published by Serbian National Library
Slovene:	Translated and published by Slovenian LA
Spanish*):	Translated by UNESCO
	Published in print by Fundalectura, Colombia
	Published in print by Ministry of Culture, Mexico Published in print by Spanish Ministry of Education, Culture and Sports.
Swedish:	Swedish LA interested in translation and publication
Tamil:	Translated and published by Indian Library Association
Telegu:	Translated and published by Indian Library Association
Turkish*):	Translated and published by Turkish LA, Istanbul branch
Urdu:	Translated and published by Indian Library Association

[*) = available via IFLANET <http://www.ifla.org/VII/s8/news/pg01.htm>] May 2006 2

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Published by ABF

Appendix B

IFLA Public Library Standing Committee Guidelines Project Team

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Appendix C

IFLA Public Libraries Section Guidelines Marketing Strategy

International Guidelines Liaison Team

* = PL Standing Committee members of Guidelines Team

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Resources

IFLA Website:

www.ifla.org

Public Libraries Section website:

<http://www.ifla.org/VII/s8/spl.htm>

The Public Library Service: IFLA/UNESCO Guidelines for Development. IFLA Publication #97
ISBN 3-598-21827-3 Published by K.G. Saur, Munich, 2001

Public Library Manifesto, 1994. IFLA/UNESCO. Published by IFLA Section of Public Libraries,
IFLA, The Hague.