# Nordic camps
## nordiccamps.aakb.dk

- 3 camps in three years (2010-2012)
- 5 Nordic countries participated
- 7 Nordic libraries took part
- 117 people joined the camps
- Funded by the Nordic council of ministers
- Projects became examples in our Nordic "e-book"

# Goals

- To strengthen a shared Nordic understanding, culture and tone about innovative libraries
- To co-create innovative ideas for common Nordic concepts for public libraries

# Method

The method of all three camps explores and uses creative learning processes involving library staff across 7 Nordic public libraries. The overall idea is to share experiences, learning and ideas by creating new ideas, and to learn methods for innovation on basis of strategic challenges.

# The first camp in Iceland 2010

The first camp took place in Iceland in June 2010. 73 participants from Reykjavik, Kópavogur, Akureyri, Oslo, Helsinki, Stockholm and Aarhus worked together for two days on strategic challenges ranging from "How to build flexibility into libraries?" and "How to address the citizens as prosumers to "How to merge the digital into the physical" and "How do we avoid being loved to death".

# The first camp in Iceland 2010

A strategy group formulated 11 challenges that created the fundament for the discussions of the camp in Iceland.
Members of the Strategy Group: Holmkell Hreinsson / Akureyri, Knut Skansen / Oslo, Kari Lämsä / Helsinki, Åke Nygren / Stockholm and Knud Schulz / Aarhus.
Six of the challenges were elected by the participants for further work on the camp.

# Icecamp 2010 Challenges

- Flexibility.
- The Prosumer – producer and consumer.
- Fabriries.
- Where is the library?
- Reclaiming the future.
- Bridging the physical and the virtual.
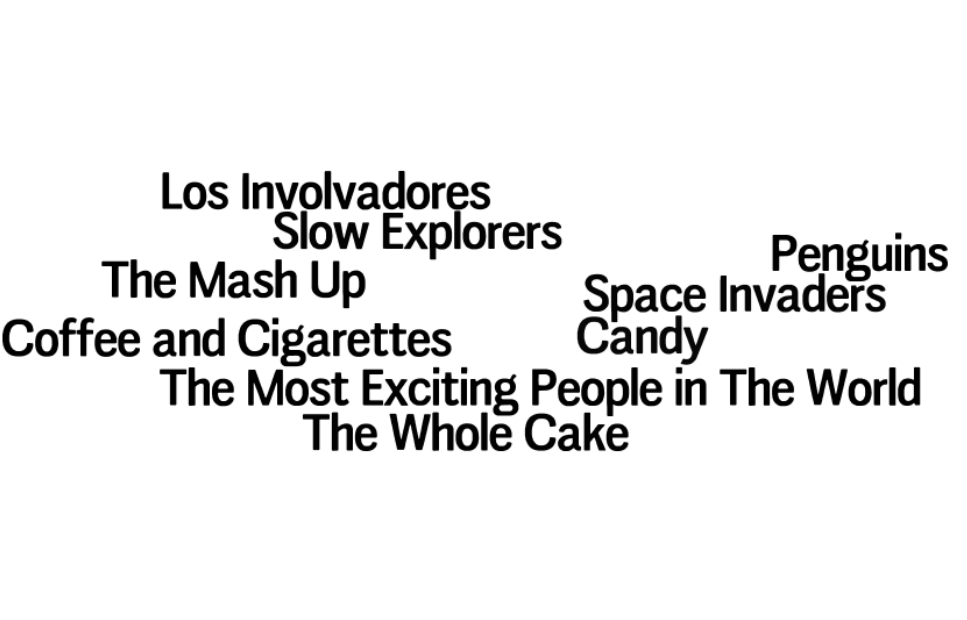
# The second camp in Sweden 2011

The second camp took place in Stockholm in September 2011.
56 participants from Reykjavik, Akureyri, Oslo, Helsinki, Stockholm and Aarhus worked together for two days on co-creating trends, challenges and ideas for the Nordic Public Libraries.

The camp in Stockholm was organized by Stockholm in cooperation with a private consultant and the project partners. The take-off was a co-creation of trends which has impact on public libraries of the future.

# The second camp in Sweden 2011

On basis of these trends and the Model of Public Libraries in the Experience and Knowledge Society the groups chose topics for innovation of new services for public libraries.

Los Involvadores
Slow Explorers
The Mash Up
Penguins
Space Invaders
Coffee and Cigarettes
Candy
The Most Exciting People in The World
The Whole Cake

# The third camp in Norway 2012

The third camp took place in Oslo in September 2012.

A strategy group formulated the 12 challenges that created the fundament for the innovative work of the camp, ranging from future competences to change the library brand and to build the necessary partnerships.

52 participants from Iceland, Sweden, Norway, Finland and Denmark worked together for two days, discussing strategic challenges and co-creating ideas to meet these challenges.

# The third camp in Norway 2012

The outcome of the camp was an unfolded list of strategic challenges for the Nordic Public Libraries and 5 new ideas on how to meet the challenges.

The title for the outcome is: The book of Nordic Public Library Challenges – an e-book sequel

# The book of Nordic Public Library Challenges

## - an e-book sequel…

**Strategy Group:**

Management of the 5 library systems represented by

Liv, Holmkjell, Sara, Anna-Maria, Knud

# Chapters:

- **1: Changing business models+**
- **2: User-user recommendation**
- **3: Library values >< public management**
- **4: Partnerships +**
- **5: Community +**
- **6: Library brand +**
- **7: Competences +**
- **8: Transforming the library space**
- **9: Families and children**
- **10: Library legitimacy**

# 1: Changing business models

- *Digitalized media and new publishing formats challenge the traditional business model for physical media libraries. Traditionally libraries could buy an item and repeatedly lend it out to users as long as we pleased as part of our collection. In the future libraries buy access on behalf of their users and pay per use putting pressure upon library resources and user accessibility.*
*How can libraries operate in these new distribution models and how does it influence the way we evaluate quality, accessibility and formats?*

# Unfolding further…

- The topic is extremely complex involving a large span – users, production layer, politics, library core business

- Maybe it is a change from the library as a place to the library as a service

- Should we be changing the library role to become part of the production business

- Can user-generated resources become part of library resources?

# 2: User-user >< library recommendation

- ***Traditional library recommendations and quality evaluations are challenged by "private libraries" and shared playlists.***
  ***How can the library become a player in this arena, and introduce diversity, discuss quality and ensure serendipity in dialogue with the users?***

- *This should not be perceived as a threat to libraries and the library profession. Instead we need to look at this as a great possibility and discuss and test how we can integrate this into the library. Together with users we should try to add value to user-driven content in a way that combines the expertise of the library with user-user recommendations. And consider how we can make this visible in both our digital and physical library.*

# 3: Library values >< public management

- **The value of Nordic public libraries as democratic space is continuously challenged by public management values (target management, optimisation, digitalisation programs etc.) – things that can be easily measured and calculated How can the library continue to develop as place for dialogue and democracy and how can we make that role recognized as legitimate and valuable, even in public management terms?**

- *There is an urgent need to construct or invent a language and a strategic way of thinking that is user-oriented/public-oriented that can be understood and used politically (open Public Management?) We should begin by discussing how we can transform what we already do into a language and measures that can be used and understood easily by decision makers, public and staff. And then try to set up similar communicative measures for the visions for the library of the future. It is also necessary in our dialogue with new partners and in forming partnerships. To convey library values and goals to partners it needs to be interpreted into a common management language that is understood by both partners.*

# 4: Partnerships

- *Library services for citizens increasingly become based on partnerships with organizations, businesses and volunteers. How do we build the necessary partnerships for dynamic innovation of Nordic library services and continue to be an open, non-commercial space?*

# Unfolding further...

- We need a language to discuss and develop partnerships
- Partnerships come in many formats and sizes – how do we organise and level them strategically?
- What are the definition factors of our choices of partnerships
- How can we be realistic about offerings to our partners?

# 5: Community

- *Libraries address the need for learning and cultural experience for all citizens and support connectivity in society.*
  *In a time of great diversity – how do we continue to stay relevant for everyone, reflect the population and at the same time support a common community feeling.*

# Unfolding further…

- What does a feeling of community do to people – and why is that a library task?
- Challenge to adress all users as well as creating a common ground for the whole community
- Community relevance must play a larger role in our choice and organisation of library services and content
- We need to form partnerships on a community level to strengthen the effort

# 6: Library brand

- *The image of the library is strongly connected to books.*
  *How do we change the image so that it reflects relations and human needs for development and innovation instead?*

# Unfolding further...

- What kind of branding is needed for the community to keep feeling an urgent need for libraries?

- Should the library brand reflect a building or connectivity?

- How can a library brand reflect the diversity in a library?

- If a library must reflect its community – how could we then talk about a common library brand – can we draw out an essence of a library?

# 7: Competences

- *In the future the library space will be alive with many new players and there will be a need for a great variety of competences? How do we develop the competences in the libraries to be facilitating, engaging, inspiring, innovative, challenging and...?*

# Unfolding further…

- How do we come close enough to life outside libraries to be able to maintain  relevant competences?

- How do we invite many new competences in and still maintain a library professional identity?

- Do we need a library professional identity - and if so, what is it?

- How can we make sure that constructive curiousity becomes a core of professionalism?

# 8: Transforming the library space

- **The library as keeper of a physical collection is challenged by the fact that 'content' is being distributed infinitely on many platforms. Half of the library users do not borrow anything, but come to use other facilities at the physical libraries.
How do we transform the library space into supporting citizens' needs for inspiration, meeting, learning and performing?**

- *To transform the spaces there is a call for a strong strategic attitude towards this, in order to overcome the traditional "books versus space"conflict.  Libraries need to embrace new formats, interactive and living presentations. We need to focus on content instead of format to ensure public participation and interaction, but at the same time there is a need for discussion of competences to meet these needs. In limited library spaces the physical collection may narrow the opportunities for other activities. There is a call for open multipurpose spaces that are easy to recreate and focuse on people and user needs. It is important to explore how the library space can be perceived as something that happens outside the library walls too.*

# 9: Families and children

- **Families and children in the Nordic countries live in an increasingly media dominated reality that in many ways creates a higher level of segregation. There is a need for families to have shared cultural experiences and learning opportunities.**
  *How can libraries meet families' needs for shared cultural experiences and enable children to grow and develop competences in decoding, creating and exchanging text, sounds and images?*

- *To stay relevant and create shared experiences we need to change our focus from only "children" and into "families". The library space is an important factor when wanting to attract families and spaces must be flexible enough to embrace noisy, physical activities or production. This must be challenged and tested in order to find a format that suits user needs.*
  *There is a strong need for partnerships in this field. This will call for a strategic discussion of what competences are necessary in library space and how these are brought in to the organization.*

# 10: Library legitimacy

- **Library budgets are constantly challenged by a decreasing public economy.**
*Which library invigorating political activities (policy) and ambassador promoting (advocacy) initiatives can enforce the legitimacy of libraries - politically and in the community?*

# Mission accomplished?

*The Network of Nordic Public Libraries has decided to continue as an informal network when the project period ends December 2012.*

*Special thanks to Nordic Culture Point* **www.kulturkontaktnord.org/** *for making the project possible.*