

Libraries back at the heart of society

IFLA METLIB
Zurich MAY 2015

Ton van Vlimmeren
Public Library of Utrecht

de Bibliotheek



The Netherlands in Europe



Utrecht in the Netherlands



- Center of the country
- 4th city
- 335.000 habitants
- Founded by Romans
- Education and culture
- EU economic top region



Utrecht



Central Library



A new one: Former Central Postoffice



Monumental reading room



Vision and mission: What we want to be

Freedom, Prosperity and the Development of society and individuals are fundamental human values. They will only be attained through the ability of well-informed citizens to exercise their democratic rights and to play an active role in society.

Constructive participation and the development of democracy depend on satisfactory education as well as on free and unlimited access to knowledge, thought, culture and information.

The public library, the local gateway to knowledge, provides a basic condition for lifelong learning, independent decision-making and cultural development of the individual and social groups.



Last year: Put your money where your mouth is

Discuss 1 minute:

Where is your budget?/ The library's budget?

Books

- Cost of selecting, cataloguing, housing, circulating books?
- Cost of Staff dedicated to these book processes?
- Cost of IT dedicated to these processes?
- Cost of housing for these processes? Total = ..%

Other

- Educational programs?
- Cultural programs?
- Maker spaces?
- Other? Total = ..%



Values contributed

kern	wereldgids 2.0	inclusie	huis van beschaving	kennis maken	stedelijke cultuur	burgerschap
emotie	hulp in de wereld	welkom	dierbare traditie	nieuwsgierigheid	levendig	zelfbewustzijn
functie	wegwijzer	verbinden	civiele ankerplaats	samen onderzoeken	stad van kennis en cultuur	participatie
streven	toerusting	adhesie	kwaliteit van leven	synergetische creativiteit	pluriforme habitat	associatief burger
<p>tags: bibliotheek, emancipatie, digitalisering, visie, serendipiteit, random, Utrecht, burgerschap, stedelijk, bridging, navigatie, gemeente-beleid, cultuur, elite, knowledge creation, verbeelding, third place</p>						



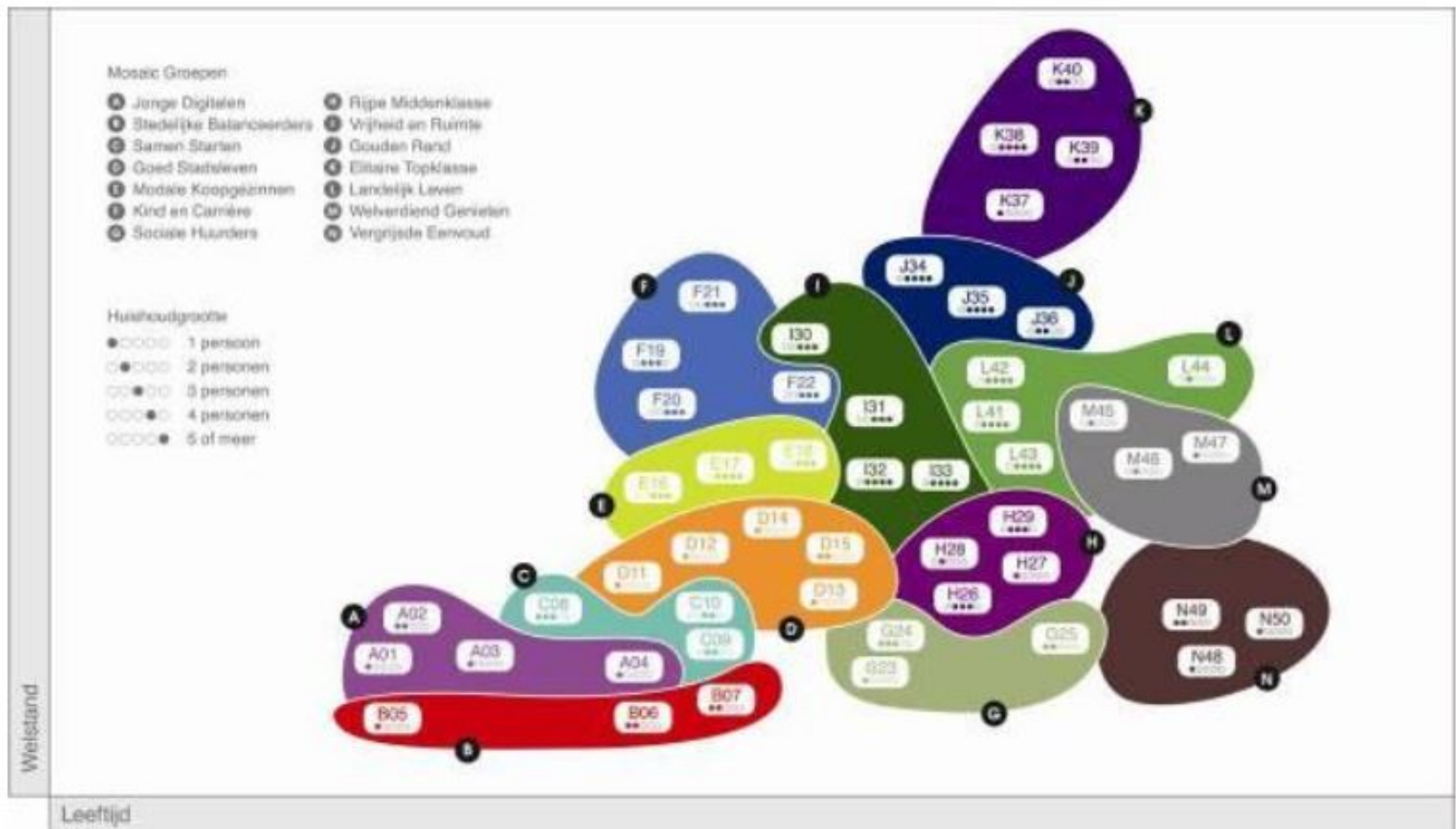
Values contributed

- **guide to the world**
- **(social) inclusion**
- **house of civilization**
- **knowledge creation**
- **pluriform habitat**
- **citizenship**

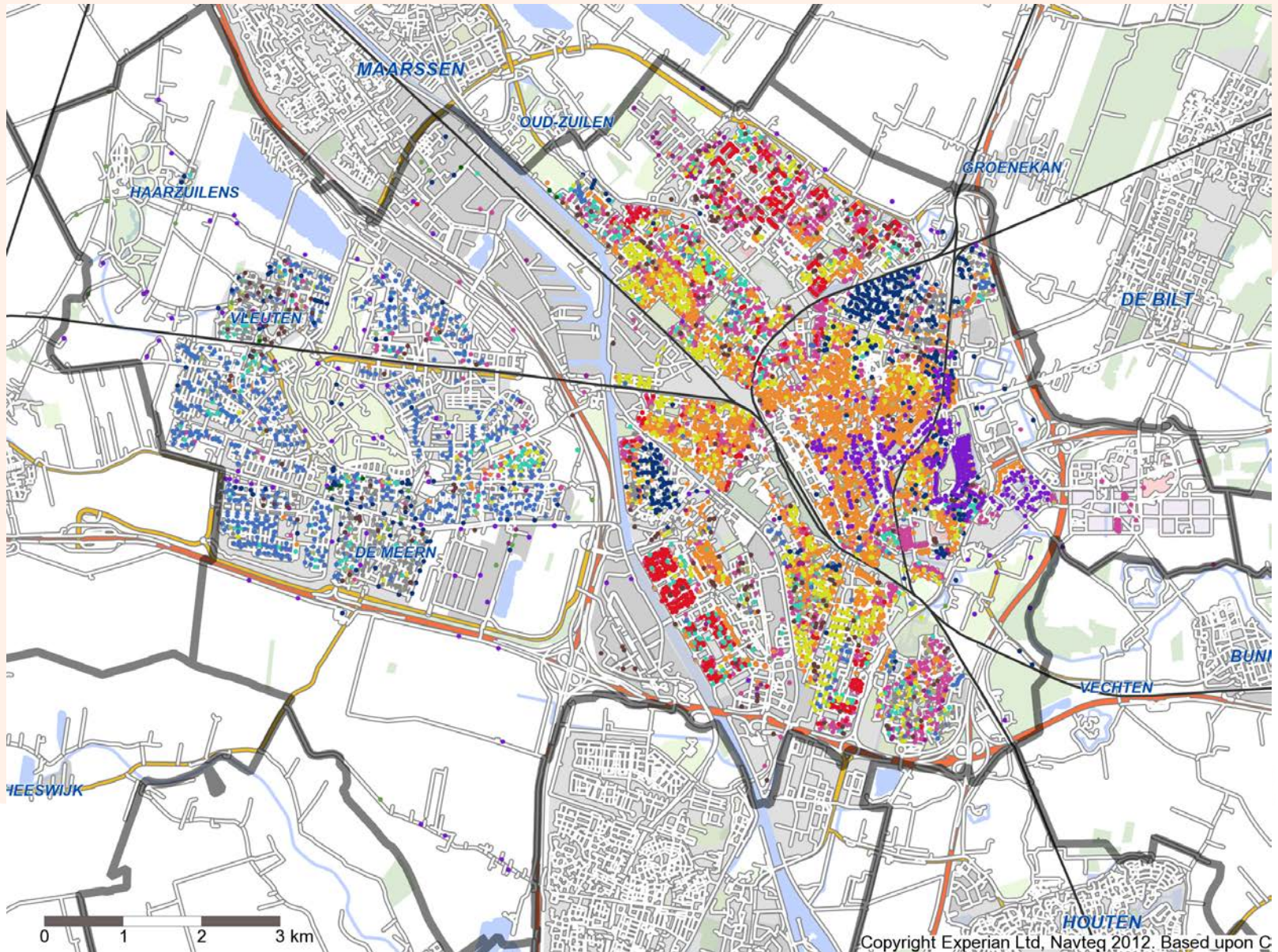


Inhabitants and targetgroups

Mosaic Schema



Targetgroups served by neighbourhood



Two streams of services

Order of the council on behalf of the city

- ordered and payed by the council
- Special focus on less priviliged groups
- Free of charge, service on offer

Market driven services

- Paying for services
- Responding to needs and willingness to pay
- Businesscases

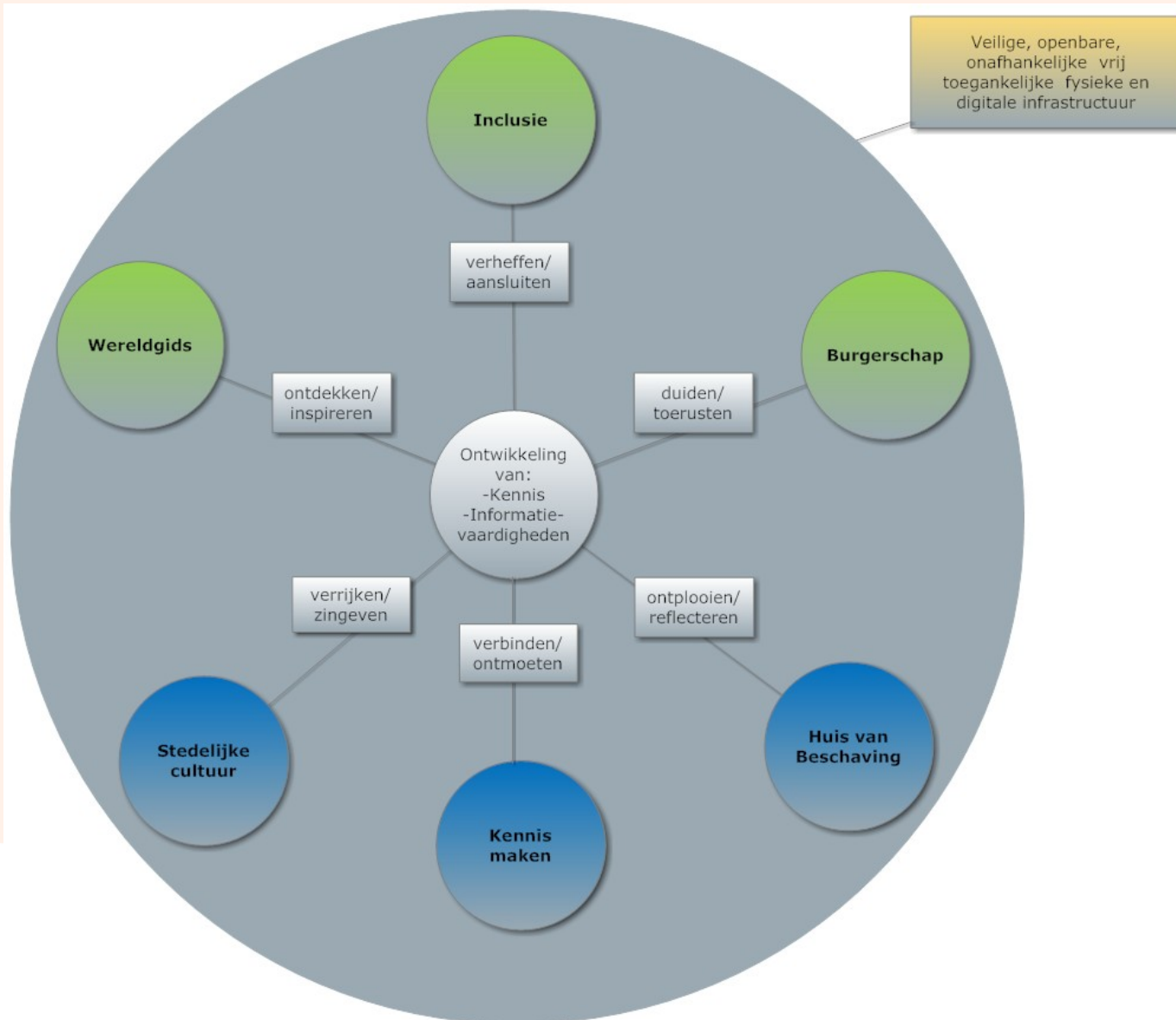


Segmentation and target group selection based on Mosaic

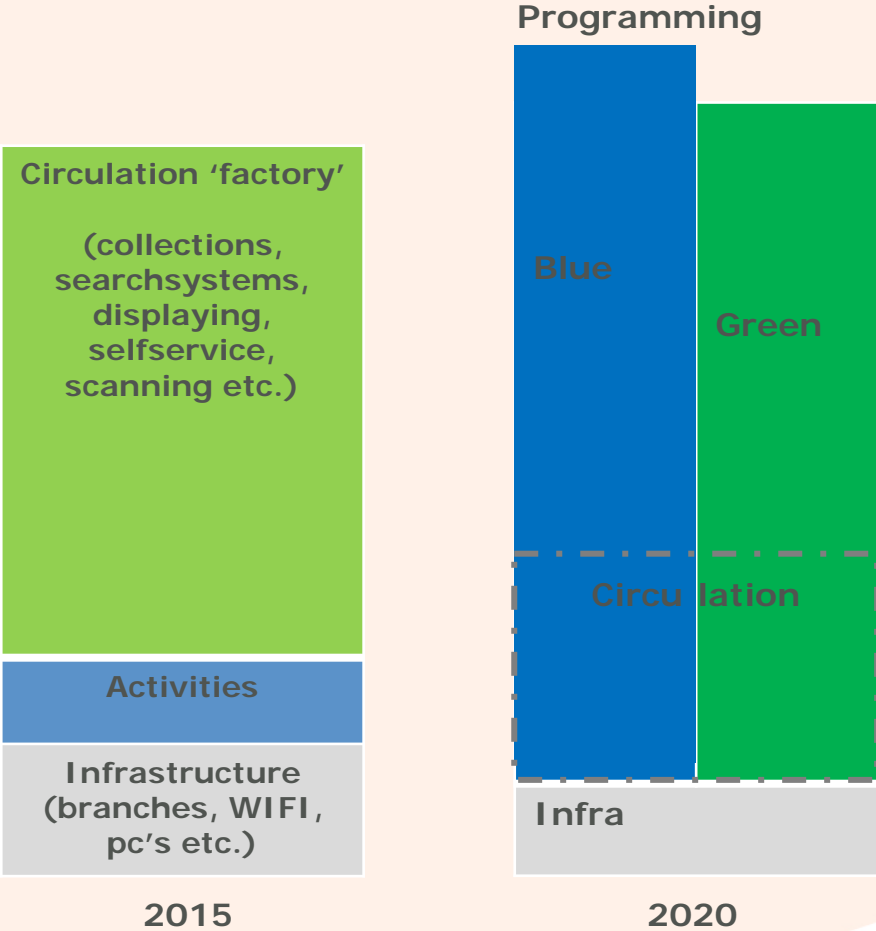
Order of the council on behalf of the city	Market driven services
<ul style="list-style-type: none">- young with limited (digital) skills- immigrant, refugee, unemployed, homeless- young poor families- social housing- grey and poor	<ul style="list-style-type: none">- good urban life- modern house owners- child and career- elitarian topclass- fortunate retired



Our core, profession and results

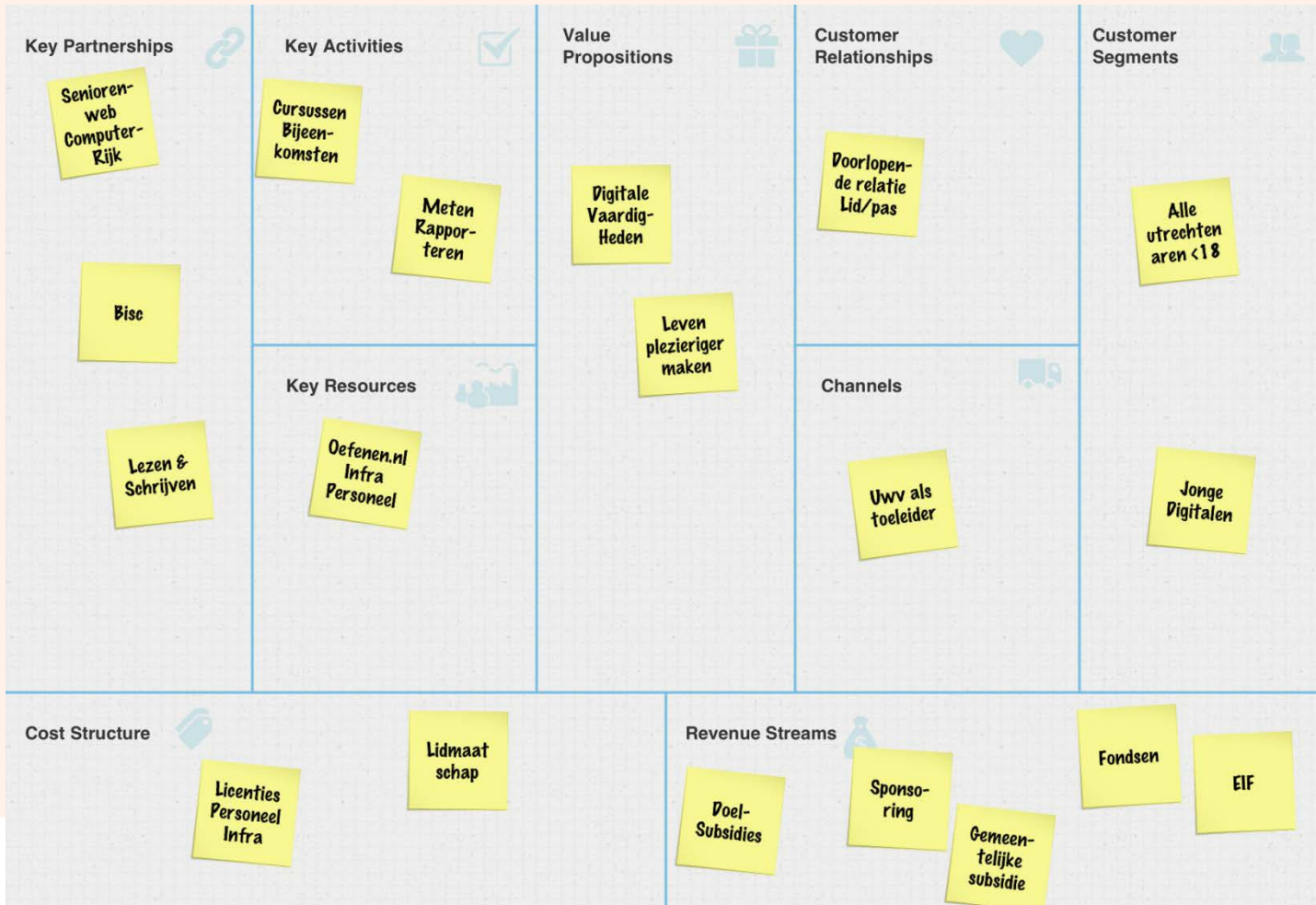


The change

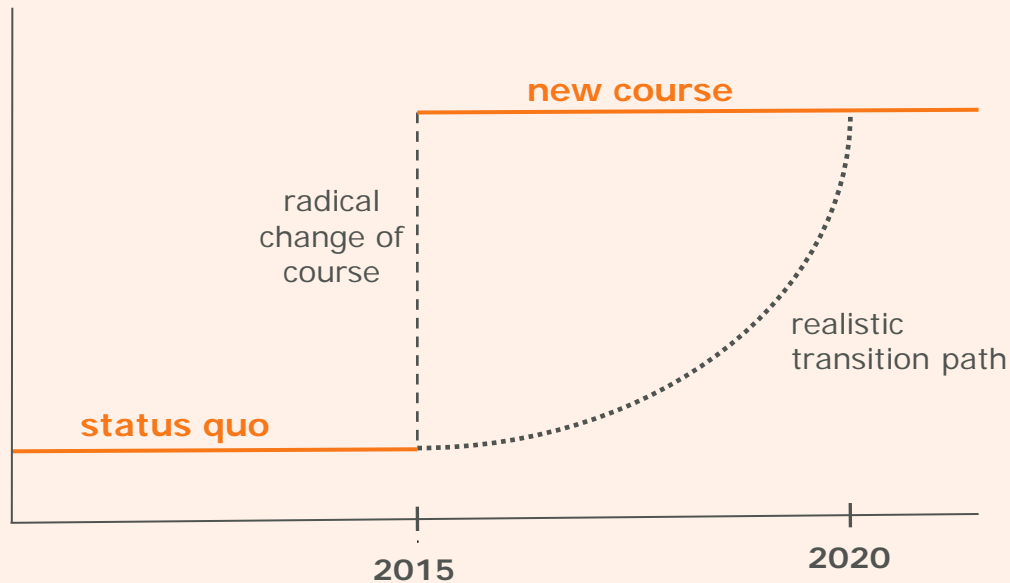


Translation to business models

Per function, canvas model



Changemodel: radical change of course and organic transition



Libraries help people to 'read' the world

Skills:

- Reading
- Writing
- Digital skills

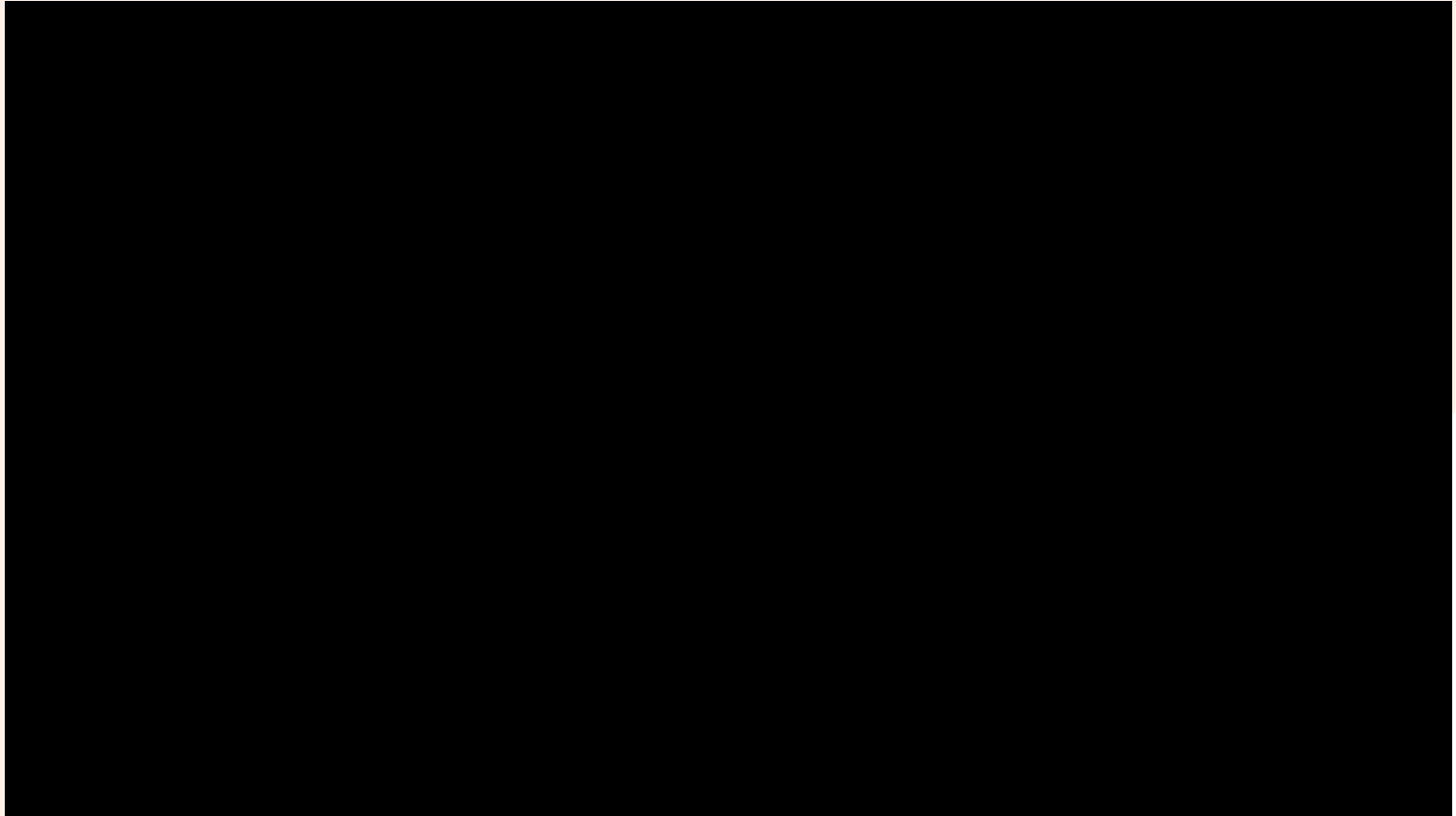
- Cooperation
- Discuss opinions
- Budget

Information:

- Health
- Care
- Jobs
- Life long learning and careers
- Finance



Library 2020



<https://www.youtube.com/watch?v=OgkUZylvsP0#action=share>



Is there anything new?

No there is not:

- it is back to basics

Yes there is:

- Interactive
- Co-creation
- Partnerships
- Makerspaces

- Multi media: Moocs, You Tube, documentaries, (serious) games, movies, presentations, lectures, exhibitions

- Meeting, debate, inclusive, community, events



Thank you

t.van.vlimmeren@bibliotheekutrecht.nl

de Bibliotheek

