



## issue no. 7

World Library and Information Congress:  
75th IFLA General Conference and Assembly  
"Libraries create futures: Building on cultural heritage"  
23-27 August 2009, Milan, Italy

### Bill & Melinda Gates Foundation Access to Learning Award 2009

On 25 August the Bill & Melinda Gates Foundation presented its 2009 Access to Learning Award of USD 1 million to the Fundación Empresas Públicas de Medellín (EPM Foundation) for its innovative use of technology in public libraries to promote community development. The Colombian organization is being honored for helping provide the people of Medellín and the metropolitan area with the skills and tools they need to improve their communities and their lives. Microsoft, a partner of the Gates Foundation in its efforts to help public libraries connect people to the Internet, will provide the EPM Foundation's network of libraries with software and technology training curriculum.

The EPM Foundation's Network citizens with access to information libraries. NPL is part of a regional to increase the transparency of business environment, and improve Included in the network are five knowledge." Located throughout most marginalized communities, cultural centers, providing broad, and educational resources. The training programs, including how information online, and English NPL's patrons are from low-income computer at home, and the libraries digital world.



of Public Libraries (NPL) provides and technology through its 34 initiative designed to use technology government, create a competitive education.

library parks, known as "hearts of the city in some of Medellín's the library parks have become community access to information network's libraries offer a range of to use the computer and access for the Internet. The majority of communities. Most do not have a serve as their only access to the

Through NPL's expanded services, the number of library visitors has jumped from 90,000 to more than 500,000 per month. NPL has also helped narrow the digital divide in Medellín and the metropolitan area, rapidly reducing the individual-to-computer ratio by more than 66 percent, from 140 to 1 in 2005, to 47 to 1 in 2008.

The Gates Foundation's Access to Learning Award, now in its 10th year, recognizes the innovative efforts of libraries and similar organizations outside the United States in providing free access to computers and the Internet. It is awarded by the Global Libraries initiative, which works to open the world of knowledge, information, and opportunity to help improve the lives of millions of people.

The EPM Foundation will use the Access to Learning Award funds to expand the services on its web portal, and develop information and communication technology training programs. These additional services will help contribute to the development of Medellín and the surrounding area.

Source: <http://www.gatesfoundation.org/press-releases/Pages/2009-atla-award-epm-foundation-090825.aspx>

#### Some delegates' feelings about the Bill and Melinda Gates Award

Mrs. Lone Hedelund Henriksen, Director of Gellerup and Hashe libraries (Denmark): "It's really great! I'm a little surprised how big the organization is, and how many people are being reached in the program."

M. Casey Hanewall, Policy and Advocacy Officer of Bill and Melinda Gates foundation (USA)

"They transformed a society or a city where there was so many problems before. A truly inspiring moment for us!"

Amadou Sidibe, Director of the Training and Computer Division of the National Library of Mali:

"The ceremony give me the desire to experiment something in my country: create a training computer center for students."

María Isabel Franca (Brazil)

"For us, it was great! What wonderful work they did!"

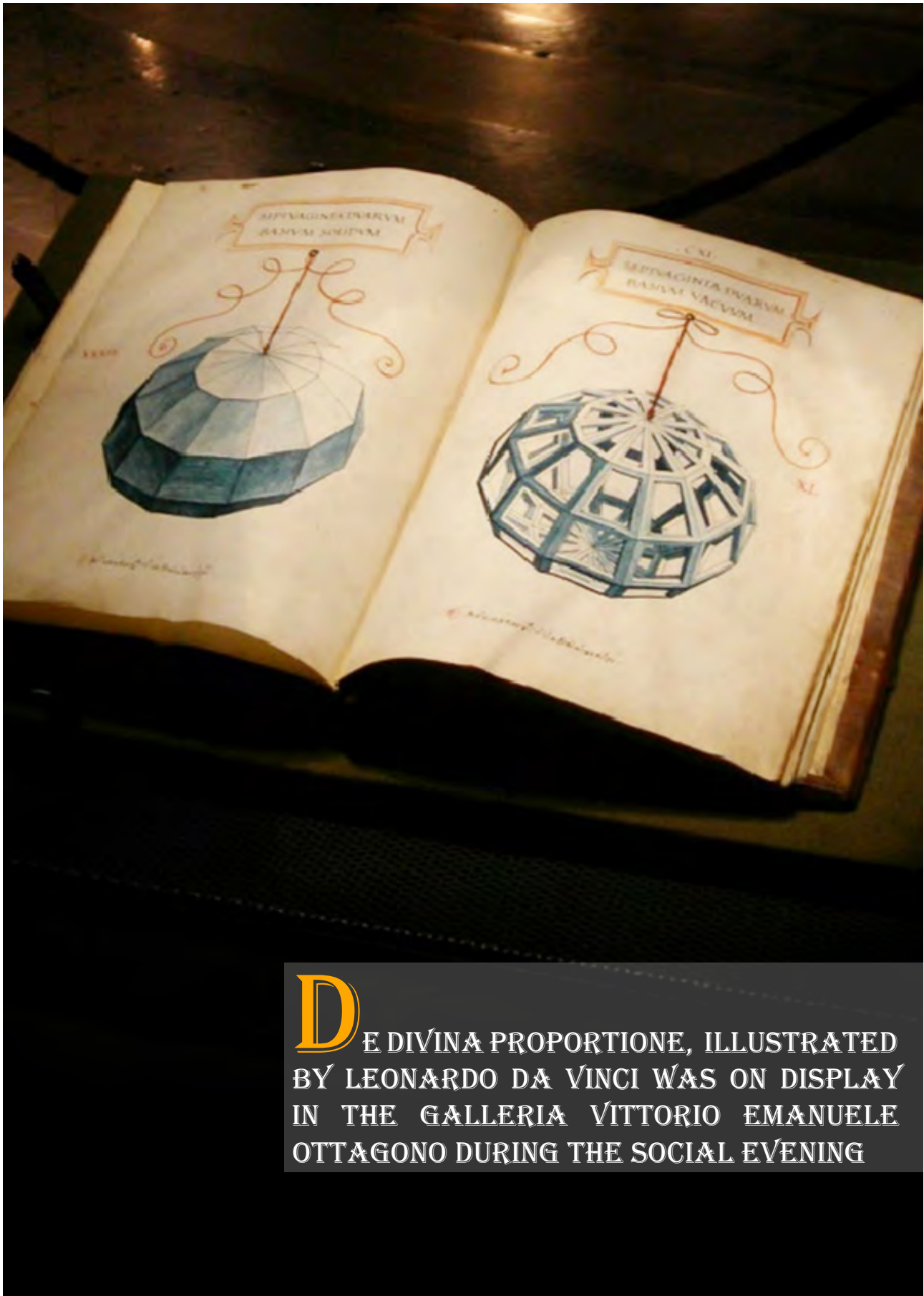
Felipe Martinez (Mexico) President of IFLA LAC

"Elizabeth Carvalho encouraged them to apply for the award, and now, they win! We are very, very happy!"

Sigrid Dutra (Brazil)

"It's an opportunity to access to information for all people. The contribution of this prize is very important."

Amandine Jacquet



**D**E DIVINA PROPORZIONE, ILLUSTRATED BY LEONARDO DA VINCI WAS ON DISPLAY IN THE GALLERIA VITTORIO EMANUELE OTTAGONO DURING THE SOCIAL EVENING

# ♪ "We all live in a yellow bus, a yellow bus..." ♪

While almost delegates come to the congress by plane, Finnish delegates came by bus! Tampere city library is exhibiting its yellow Internet Bus Netti-Nyssa, behind the exhibition area.

"We want to share our experience to show how an Internet bus could be a political and a social project for citizens. Tampere city wants all inhabitants to develop their information society skills. The bus principally serves to offer Internet courses, but also to show films, advance voting, participate in different kinds of happenings...", explained Tuula Haavisto, Tampere city's library director.

The bus contains an auditorium for 10 people, with screen, and another room with 8 computers. Five full-time tutors work here, preparing courses and teaching in the bus across the city and the countryside.

There are different types of courses like a pre-school course (to familiarize children with computers, open-courses about topics like Picasa, digistories (digital storytelling), etc., and basic training.

"The basic course is our bestseller", said Ari Solopuro, Internet-trainer in the bus. "It occurs in five courses of 2 hours each about 'What's a computer?', 'What's Internet?', 'How to find information on Internet?', e-mail and open session."

"But the genealogy course is really popular too" he added. Seventy percent of the users of basic training are old people, 10 percent are 5-6 years old children. "With young people, we have computer game workshops" he clarified.

If you want more information or if you need an Internet point at the congress, go and ask in the yellow bus!

**Amandine Jacquet**



## Open access to knowledge - promoting sustainable progress

The chosen motto for the next World Library and Information Congress in Gothenburg 2010 energizes and supports the presidential motto of the new IFLA president, Ellen Tise: Libraries driving access to knowledge.

On the bookmarks promoting the 2010 Congress, there are some associations around this theme and the development of libraries, which might inspire the work to be done to bring it into activities.

**Free access to knowledge**, as important as freedom of speech

**Accessible for all**, even for the visually impaired or others with reading difficulties

**Open and inclusive**, no matter who you are or where you come from

**Public domain**, a place on the net or in a physical space, where people contribute and socially share content produced and owned as a public service

Open for ideas with user driven innovation, where the user might as well be the producer

Open access publishing for further knowledge building and a better balance between copyright laws and freedom of information

### Why is this so essential?

Access to knowledge opens the world of imagination and creativity, thus progress for one individual is progress for the society. That is the base for **true sustainable** *dfc[ fYgg'*

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# International Marketing Award

The winners of the 7th IFLA International Marketing Award, awarded by the IFLA Section on Management and Marketing and sponsored by Emerald Group Publishing Ltd., were announced during the IFLA Press Conference on 24 August.



First place was awarded to National Library Board (NLB), Singapore, represented by Sharon Koh, (Sharon\_KOH@nlb.gov.sg). The slogan for the winning campaign is "Go Library." The GLP is a multi-platform project which aims to entice customers to the library. Significant inroads were made in outreach efforts, e.g. to schools, institutes and organisations, where there is increasing need to make the library relevant to those technologically-inclined who may receive information from online search engines or other non-conventional mediums. Through specially targeted programmes the needs of various demographic groups were addressed. To achieve maximum impact, these programmes are marketed under the "Go Library" project. The first-place winner receives airfare, lodging, and registration for the 2009 IFLA General Conference and Council to be held this year in Milan, Italy, and a cash award of \$1,000 (U.S.) to further the marketing efforts of the library.

## AV Collections for non-specialist Librarians

On Monday we held an AV Collections training workshop, in the historic studios of Radiotelevisione Italiana (RAI), sponsored by Memnon Archiving Services, Memoriav, the National Library of Norway and UNESCO.

The workshop was for librarians in organizations where preservation of, and provision of access to, audiovisual materials is not the main preoccupation, but who need to understand and apply basic principles in limited circumstances.

Nearly 50 people attended, from 27 countries worldwide. (Argentina, Australia, Barbados, Belgium, Cambodia, Canada, Egypt, Ethiopia, Finland, France, Germany, Iran, Italy, Kenya, Luxembourg, Mauritius, Nigeria, Norway, Pakistan, Serbia, Slovenia, Sweden, South Africa, Switzerland, the UK, the USA and Zimbabwe)

The trainers were top experts in the field, including:

- Pio Michele Pellizzari (Chair of the IASA Training & Education Committee) (and Director, Swiss National Sound Archives)
- Kurt Deggeller (Convenor of CCAAA) (and Director, Memoriav -Association for the preservation of the audiovisual heritage of Switzerland)
- Howard Besser (Professor of Cinema Studies at New York University)

This Workshop was organised by IFLA AVMS, in collaboration with the Coordinating Council of Audiovisual Archives Associations (CCAAA), and the International Association of Sound and Audiovisual Archives (IASA) and was proclaimed by all to be a great success!



**Bruce Royan**

# Conference Announcement

BOBCATSSS 2010 @ Parma, Italy. Monday 25th, Tuesday 26th, Wednesday 27th January 2010

"Bridging the digital divide: libraries providing access for all?"

Call For Papers, Workshops, Posters Contributions are welcome in the form of workshops, paper or posters presentations.

We kindly ask you to use our specific template for the abstract.

Detailed instructions are provided within the website: <http://bobcatss2010.unipr.it>

Please contact us at the following email address for further information and submitting abstracts: [bobcatss2010@unipr.it](mailto:bobcatss2010@unipr.it)

The deadline for submissions is September 15, 2009.

We are looking forward to receiving your contributions and seeing you in Parma, Italy!

## Creating a Positive Work Environment for Multi-Generational Library and Information Workforce

This was the theme of the session held on August 24 by the CPDWL and the New Professionals SIG. It is evident that the workplace environment plays an important role in encouraging library human resources and installing a favorable climate. Speakers from several countries concluded that the workplace has to provide strategies for training and motivating its staff to create a more positive workplace.

A case study presentation of the Julia Hull District Library exposed the challenges the young library managers find with the increase in the number of older workers in this library, and emphasized the importance of training programs, flexibility and communication in the workplace to overcome multi generational issues.

Vanessa Ware from the University of Tasmania Library discussed the issue of workplace planning in the Australian library and information industry, particularly in the State of Tasmania. This State with its small population and ageing workforce is likely to be impacted by the effects of generational change and staff retention and recruitment in the near future. She explained how her library met its oncoming demographic challenges as a responsive, reflective and above all, learning organization thanks to the processes of planning that it launched. It was able to move from a fragmented, static structure to a system allowing the staff to move across and within teams and to have the opportunity to shine.

The Library of Trieste also faces new challenges: differences in age and education and job stability do not help create

the sense of belonging to a community. Matilde Fontanin described how the recent development of an e-learning platform has been an opportunity for the library to deliver blended learning to improve the quality of staff training and build a community of practice among multi-generational staff with different education and background. Matilde concluded that the courses give the participants a place where they can meet and discuss their ideas and allow them, when they are back at work, to put into practice what they learnt in theory.

Makerere University is also articulating its work development through ICT and tends to explore new ways of adapting itself to the constantly changing new environment: staff development to create hybrid librarians who can manage a wide array of functions. For the library of this University, creating a positive work environment for new and existing librarians is dependent on national and institutional ICT policies, facilities, equipments and systems. The key for this issue is knowledge sharing between the multi-generational library staff.

This conclusion was shared by all the presenters, who emphasized the necessity of training and communication in building bridges and filling the gap between generations.

Lamyaa Belmekki

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## Appeal for contributions to the IFLA Fund

The IFLA Fund was established by the Governing Board at its meeting in Oslo in 2005.

The Fund consists of 3 major components:

- An **"Opportunities" component**

IFLA will use funds to engage in new initiatives and develop new programmes and services for its members.

- A **"Disaster Relief" component**

IFLA can collect funds to be allocated to selected projects to assist in the aftermath of natural or man-made disasters affecting libraries whenever and wherever they occur.

- A **"Pillars" component**

This component supports IFLA's ongoing membership services, professional activities, and advocacy work.

**Everyone who contributes to the IFLA Fund will receive an IFLA key ring as acknowledgement and thanks for their support!**

Donation forms may be submitted at the IFLA Secretariat in Yellow 3. Cash contributions can be made at the Secretariat or at the IFLA booth in the exhibition hall (booth # 821-823).

I would like to contribute to the IFLA Fund

- |  |  |
|--|--|
| <input type="checkbox"/> Opportunities component   | <input type="checkbox"/> Pillars component |
| <input type="checkbox"/> Disaster Relief component | <input type="checkbox"/> Any of the above  |

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Please send me a pro forma invoice for the amount indicated above.



## New Strategic Focus for IFLA President's Information Society Working Group

The IFLA President's Information Society Working Group is an informal working group of IFLA members, founded during the World Summit on the Information Society, 2003-2005. The group took part in the conferences and the implementation process. Since 2008, IFLA's Senior Policy Advisor Stuart Hamilton represented IFLA in the relevant conferences and shaped the strategy of IFLA's involvement. In a meeting on Monday August 24th, he summed up the recent activities.

In December 2008, IFLA participated in the Internet Governance Forum [www.intgovforum.org](http://www.intgovforum.org) in Hyderabad, India. The yearly Internet Governance Forums seem to be the most important conferences for implementation of the WSIS Agenda. IFLA's participation in the next Forum in (November 2009 in Egypt) is already prepared, in close cooperation with UNESCO and the Biblioteca

Alexandrina.

In May 2009, UNESCO launched a new WSIS Forum 09 that offers remote web-participation. Ellen Tise spoke on the opening of the forum, which took place in Geneva. See [www.itu.int/wsis/implementation/2009/forum/geneva/](http://www.itu.int/wsis/implementation/2009/forum/geneva/)  
The new strategic focus for the President's Information Society Working Group will be cooperation with the ICT4D (ICT for Development) community - NGOs and foundations who carry out projects and develop joint actions on policy and advocacy. According to the incoming IFLA President's theme, 'Libraries driving access to knowledge' the activities of the group will continue. If you would like to know more about this, mail Christel Mahnke, who coordinates the group, at [mahnke@tokyo.goethe.org](mailto:mahnke@tokyo.goethe.org)

### **Multicultural Heritage in Milan**

by, Susana Alegre Landaburu and Tess Tobin

More than 150 attendees participated in the session Creativity and the Arts: Libraries Building on Multicultural Heritage which was the theme for the Library Services to Multicultural Populations Section's program in Milan on Wednesday, August 26. The program illustrated how libraries and library professionals work to find a balance between past and present, new and old both in the preservation of culture and the uses of new technology in these efforts.

Ms. Kirsten Leth Nielsen from the Oslo Public Library, Oslo, Norway opened the program and talked about the traveling exhibit, A Journey through Islamic Art which is based on the bilingual book entitled, The Magical Cape – A Journey through Islamic Art. This book is translated in many languages and the text accompanies the exhibit so children can read along with the story and also mothers can read the story to their children in their mother tongue. The exhibition, which has traveled to libraries throughout Norway, consists of a beautiful pavilion decorated by Iranian-Swedish glass artist,

Teymor Zarre relating the history of Islamic art in a beautiful and engaging way.

Ms. Vesna Injac from the National Library of Serbia, Belgrade presented her paper entitled, National Library of Serbia as the Coordinator of the European Romani Digital Collection, which highlights the creation of a digital collection of Romani language and heritage. This is the first major effort of preserving the rich traditions of this culture. This is a cooperative effort between The European Library and National Library of Serbia.

Memory, Authenticity and Cultural Identity: The Role of Library Programs, Services and Collections in Creating Community, was the third presentation which was a joint paper presented by William Welburn, University of Marquette University and Alexandra Rivera from the University of Arizona (USA) and six other scholars, addresses the idea that living and collective memories of diverse communities are validated through preservation and access, not only to books and other textual materials, but also to stories, oral histories, musical and dance performances, art, and other forms of expression.

The last paper, Library Helps Russian Minority Preserve Traditions Online, was given by Ms. Anca Cristina Rapeanu from the International Research and Exchange Board (IREX) in Bucharest, Romania. This paper documents the efforts of a small public library in the village of Jurilovca, Romania to preserve their local heritage through the use of new technologies. The Romanian Library is part of the Global Initiatives Project and has used the funds to develop the IT infrastructure of the Romanian library system.

Each presentation engaged the audience and in the words of Ms. Rapeanu, "Libraries are about the people in the communities we serve." Today's participants illustrated some examples of how libraries advocate for all members of the community and strive to preserve the many the histories and artifacts of minority cultures in their countries.

## 24th august 2009

### Interview with Wojciech Kulisiewicz, Director of the Parliamentary Library, Warsaw.

"This is my 18th or 19th IFLA congress" says Dr. Wojciech Kulisiewicz, the Director of the Parli-



mentary Library in Warsaw (Poland). At the beginning of our interview he recalls a short but very personal moment of his first IFLA congress in 1991 when Russian tanks paid a "surprise visit" to the meeting.

He continues moving to less remote times: "The library I represent is an institutional member of IFLA's Library and Research Services for Parliaments Section. I myself have been involved in the work of this section since 25 years now."

In his opinion the possibility of getting together with librarians from other countries presents an important occasion to compare and exchange experiences in order to adopt them in the single libraries. For example he describes the section's pre-conference, held this year in Rome from the 19 to the 21 of August, as very fruitful.

Speaking about his library, which holds altogether more than 500,000 volumes, he adds:

"The percentage of parliamentarians that are using the library on a regular basis is circa 17-18 percent. This doesn't seem to be very high at first glance, but neither is it very low in comparison with other parliamentary libraries. Other users of the library are the assistants of the parliamentarians as well as scholars and academics. Our collection is available also to the public, but only when there are no parliamentary sessions, even though the access is limited to those printed sources that cannot be found in public libraries". Our conversation enriched the interesting talk Dr. Wojciech gave on the second day of this year's IFLA conference, describing the historical phases

and the present of the library he directs.  
"Our mission is to support and document the legislative activities of the Polish parliament in all its complexity as well as to function as the parliamentary archive and the museum of the parliamentary system."

In his talk he emphasized amongst other things the importance of renewing the parliamentary libraries and using digital technologies in order to render all their information activities more efficient.

His opinions and ideas contribute to the broad discussion regarding the future and the possible development of parliamentary libraries worldwide, of which we got a glimpse during the congress session "Library and Research Services for Parliaments and Library History - Changing vision: parliamentary libraries past, present and future".

It was stated also in other talks that parliamentary libraries today are traversing an important moment, very often experiencing an important change in their nature and experimenting with new methods and solutions and trying to adapt to the new circumstances, without abandoning their principal functions.

Zylka Bogumila

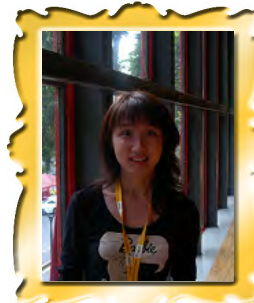
## The Sound of ... Music?

This IFLA Congress was full of fantastic music. Of course, "not every sound disturbs librarians", but ... some sounds can disturb the performers – for example, too much enthusiastic applause at the wrong moments in the middle of the symphony concert at La Scala.

On the other hand, the conductor of the orchestra was very enthusiastic, too!

Maria Witt

## 2009 Academic and Research Libraries Section Essay Contest Winners come to Milan:



Goh Weh Haan (Malaysia)



Rozane Denes (Brazil); 2008 winner who was not able to attend the Quebec WLIC also came to Milan



Two of the winners: Scholastica Chizoma Ukwoma (Nigeria) and Kumaree Ramtahal (Trinidad and Tobago) along with Luisa Vigo-Cepeda, chair of IFLA 2011 National Committee for Puerto Rico

For more information on the winners, please see the July 2009 ARL Newsletter: <http://www.ifla.org/files/academic-and-research-libraries/newsletters/july-2009.pdf>

## An Evening in the City

A really special evening with "art, culture, food and shopping in the heart of the city" the invitation offered me for this day. Starting the evening at the "Palazzo Reale" and strolling by the "Duomo di Milano" into the live twirling "Galleria Vittorio Emanuele Ottagono". Inside this huge and crowded galleria with its many restaurants and shops, presented to the public for the first time ever and guarded by two stern (but good-looking) policewomen, was the book "De Divina Proportione" illustrated by Leonardo da Vinci, this great genius they are all so proud of in Milan. And as I walked outside the Galleria, I saw that Leonardo had his very own statue at the "Piazza Scala" where, in the adjacent "Palazzo Marino" two more of his drawings from the "Codex Atlanticus" are on display. As the sun went down it was time to head back to the "Duomo di Milano" where a beautiful concert with one of the

rare Stradivari violins took place. It was very hot in there but I have to thank the woman sitting next to me for her fan. After satisfying my cultural needs there was only one more to satisfy, my stomach. Luckily there was a voucher for a hot Italian meal attached to the invitation, so I chose one nice restaurant and enjoyed the delicious "Risotto alla Milanese". There I met also two lovely Japanese women dressed in traditional Kimonos and had a very nice time.

**Thank you IFLA for that "really special evening".**

Dierk Eichel, Student FH-Potsdam

## Information Literacy Logo Toolkit



**Information Literacy logo toolkit to brand your service: "if you brand what you are doing you can be sure you'll**

**have success" this thought was stressed on Wednesday morning by Jesús Lau and Linda J. Goff, encouraging librarians to use the toolkit. They introduced the toolkit, developed to help librarians from all over the world to incorporate the logo into all their instructional efforts, establishing a "brand" for Information Literacy and to promote it globally. The logo toolkit will be available after the conference from the website:**

**<http://www.infolitglobal.info/> whereas Information Literacy Guidelines can be found at the IFLA site: <http://www.ifla.org/VII/s42/pub/IL-Guidelines2006.pdf>.**

Francesca Giannelli

## Poster Sessions

On 25 August at 12.00 pm, libraries, associations, organizations from around the world gathered for the poster session in the exhibition hall to present who they are, what they want to say and what they do.



On this session I got to know Enrica Lobina, the head of the "Centro Benedetta d'Intino ONLUS" and Chiara Andreini, a project manager, who told me about a special library for children with complex communication needs and/or motor disabilities which is part of the "Centro". Regarding the question "why this special library?" they responded: because a special library offers many opportunities to become more independent and self-determined:

- Reading experiences support communication and interaction between adults, children and peers.
  - Reading supports emergent literacy.
  - Enhancing communication opportunities in the library.
- Furthermore the "Centro Benedetta d'Intino ONLUS" came here in order to share its experiences, to offer their special services to all libraries interested. Their services consist in:
- Education lab.
  - Modification of books to suit them to children with special needs.
  - Consulting services.

At the poster "Ukrainian Public Libraries Expand Access to the Internet: Past, Current and Future Project" I got to know Valentina Pashkova, Ukrainian Library Association President, and she told me: "There are currently nearly 18,000 public libraries in Ukraine serving a population of more than 46 million, though fewer than 10 percent currently have public access computers or Inter-

net". Changing this situation is the goal of BIBLIOMOST, a project funded by the Bill & Melinda Gates Foundation and administered by IREX. In 5 years it is planned to open 1000 Internet Centers in public libraries and train staff in 25 regional training centers. Project partners include the Ministry of Culture, ULA (Ukrainian Library Association) and local administrations.

**Natalia Grama**

Translation by: Matthias Einbrodt

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## LIBRARY SPACE

### INSPIRATION FOR BUILDINGS AND DESIGN

Published by THE DANISH LIBRARY ASSOCIATION  
Edited by Hellen Niegaard, Jens Lauridsen  
and Knud Schulz

Catch up with new library concepts and buildings! Best Practice Examples from Denmark and the other Nordic countries, The Netherlands and USA:  
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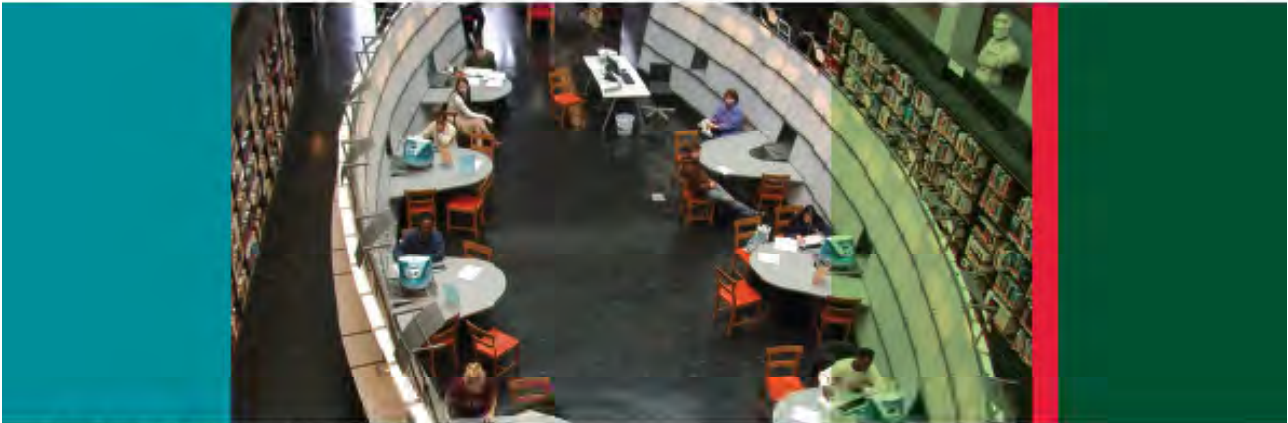


Photo: Elio Pettit. Library by Acurzio A. Fumagalli, 2008

## The International Federation of Library Associations and Institutions (IFLA) is the global voice of library and information services. Come and join us!

IFLA includes members from the library and information community around the world. We extend a warm welcome to you to join us. You can participate in professional discussions, dialogues, information exchange and other activities through our many professional groups, on a broad variety of topics. Members receive free section registrations and free subscription to the IFLA Journal and IFLA Directory. Substantial discounts are available to you on IFLA congresses registration and IFLA publications. Join us and help define the agenda of the international library and information community.

### Our Congress

Each year in August IFLA organises the World Library and Information Congress. This is where you meet colleagues from all over the world. A perfect networking opportunity!

#### Upcoming congresses:

- 2009 Milan, Italy
- 2010 Gothenburg, Sweden
- 2011 San Juan, Puerto Rico

#### IFLA Headquarters

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TEL: +31-70-3140004  
FAX: +31-70-3034827  
E-MAIL: [membership@ifla.org](mailto:membership@ifla.org)

### Joining is easy!

Step 1: Select a membership category:

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- Institution\*
- Individual (\$ 127)
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Country of residence

\* Fees for these categories depend on type and country

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and send back to:  
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The Netherlands

Step 3: IFLA will contact you to provide further information.

Or you can surf to  
[www.ifla.org/membership](http://www.ifla.org/membership)