



Being part of intelligent and inspirational Tallinn

Triinu Seppam
Tallinn Central Library
Director of Library Services
Tallinn, Estonia

Meeting:

Metropolitan Libraries Section

Abstract

Despite hard decisions in economically difficult times - budget cuts, inspiration and innovation are the key words in Estonia's and Tallinn's everyday life. Estonia and the city of Tallinn are constantly looking for new IT solutions and modern approaches to improve the quality of life of its citizens. In 2010 the Intelligent Community Forum's evaluation committee chose Tallinn as one of the seven most intelligent communities in the world for the fourth timeⁱ.

Estonia's and Tallinn's rapid IT development affects the community of Tallinn in many ways and changes the role of Tallinn Central Library and librarians. In my presentation I will show you some examples of Estonia's e-solutions and concentrate on Tallinn Central Library's user trainings.

Introduction

In my presentation I will give a brief overview about how Tallinn Central Library interacts to IT based Estonia and Tallinn. First, I will tell you a little about Estonia, Tallinn and Tallinn Central Library.



Estonia

Estonia is a state in the Baltic Region of Northern Europe. Estonia declared its independence from the Soviet Union again on the 20th of August 1991 and has been since a democratic parliamentary republic. Estonia's official language is Estonian - it's a language which is closely related to the Finnish language. Estonia is one of the least-populous members of the European Union and NATO. According to the Estonian Statistical Office, Estonia has got about 1.3 million inhabitantsⁱⁱ, 30.7% of them live in Tallinnⁱⁱⁱ, the capital of Estonia. On the 1st of January, 2011 Estonia changed over to the euro, the single European currency.

Tallinn

Tallinn is the largest city in Estonia. It is situated on the northern coast of the country, about 82 km from Helsinki, the capital of Finland. Tallinn's Old Town is in the list of UNESCO World Heritage Sites^{iv}. Tallinn is a European Capital of Culture 2011^v, along with Turku.

Tallinn Central Library

	Estonia 2010	Tallinn Central Library 2010	TLCL vs Estonia
Number of libraries	478	18	3,8%
Number of librarians	1318 / 1229.4	128 / 119.8	9,7%
Users	386 689	72 501	18,7%
Collections	11 404 450	1 020 797	9%
Loans	11 204 303	1 738 520	15,5%
Physical visits	6 542 757	1 069 554	16,3%

There are 478 public libraries, inc. branch libraries, in Estonia. 28.6% of Estonians use the public libraries' services.

The biggest public library is Tallinn Central Library with its 17 branch libraries and a mobile library. 18.7% of all public library users use the services of Tallinn Central Library. The aim of Tallinn Central Library is to develop library services according to the needs of our users, helping to increase person's activity in community, society in general and satisfaction with life. Our library operates as a part of community, offering opportunities for lifelong learning and coping with life.

Via internet

Estonia has a well-developed communications network: all central and local government agencies', educational and health institutions, libraries have an internet connection. In Tallinn it's very difficult (maybe today even impossible) to find a cafe without internet connection. My friends who live in Tallinn expect that there is a free internet connection everywhere they go in Tallinn. It is normal for them that for instance if they realize they have forgotten to send an e-mail to a friend they can do it in a cafe at the same time they are drinking tea.

There are a lot of things in Estonia you can do online, via internet. For instance, you can pay your taxes electronically. Using the internet bank or the State Portal eesti.ee you can also submit your income tax return.

Information page on the status of your tax declaration for 2010.	
General data of the declaration	
Your tax return is submitted	15.02.2011
Amount of income tax subject to repayment shall be refunded	
Declaration in PDF-format	 Form A in PDF-format
Result of the declaration	
Refundable income tax	67.04 eurot.
Current arrears and/or amounts to be paid/refunded (marked with "minus") by the due date in future.	

It's very easy, because most of the information (salary, payments to the pension funds etc) is already available in the tax board environment. This means that submitting your tax return takes only a few minutes. In 2010, a total of 92.4% of all tax-payers submitted their 2009 income tax returns electronically^{vi}.

State portal services for a citizen	Logging into other information systems
<ul style="list-style-type: none"> ▶ Benefits for incapacity for work ▶ Application for child-care allowance (in Estonian) ▶ Official e-mail address (@eesti.ee) ▶ Official forms ▶ Digital signature ▶ Linkbook ▶ Notification service (in Estonian) 	<ul style="list-style-type: none"> ▶ e-taxes e-customs ▶ osale.ee (in Estonian) ▶ SAIS ▶ The Land Registry (in Estonian) ▶ e-toimik (in Estonian) ▶ Department of Agricultural Registers and Information e-PRIA (in Estonian) ▶ The Forest Registry (in Estonian) ▶ Entrance to eKool

The State Portal eesti.ee (which I mentioned before) provides safe internet environment for communication with the state – it offers reliable information and all kinds of e-solutions^{vii}. For instance, I have ordered notices to my e-mail address from the Traffic Register – they will let me know when my health certificate or a driver’s license expires.

Kunstiõpetus 6 klass	5, V, 5, 5, V, V, -
Loodusõpetus 6 klass	5, V, 3*, 5, V, 3*, V, V, V, 4, -, -, 5 / 0
Matemaatika 6 klass	5, 3, 2, 3, V, V, 4, 3, 3, V, V, V, V, V, V, V, V, 4, -, -, -
Muusikaõpetus 6 klass	
Tööõpetus 6 klass	
Vene keel 6 klass	5, 5, V, 5, 4, 5, V, V, V, V, V, V, V, V, 5, 5, 5

Tunnihinne
 13.01.2011, 2 ainetund
 Kordamine

A friend of mine is a fan of the eKool (in English: eSchool)^{viii}. It’s a student information system for teachers, students and parents. eKool collects all your child’s learning information: attendance at classes, homework assignments, grades, information about how much trouble your child has made for the teachers etc.

	Local elections 2005	Parliamentary elections 2007	European Parliament elections 2009	Local elections 2009	Parliamentary elections 2011
Eligible voters	1 059 292	897 243	909 628	1 094 317	913 346
Total number of voters	502 504	555 463	399 181	662 813	575 133
Participating voters	47,4%	61,9%	43,9%	60,6%	63,0%
I-votes	9 317	30 275	58 669	104 413	140 846
I-voters among eligible voters	0,9%	3,4%	6,5%	9,5%	15,4%
I-voters among participating voters	1,9%	5,5%	14,7%	15,8%	24,3%

Estonian citizens were among the first in the world to have the opportunity of casting their vote via the internet. The percentage of citizens who vote electronically increases with each elections. 63% of citizens with the right to vote took part in the Parliamentary Elections in 2011, 24.3% of them voted via internet^{ix}.

Voting via internet is very convenient. I can give my vote during 7 days before the Election Day. This is necessary in order to guarantee that in the end only one vote is counted for each voter, because I have a possibility during I-voting period to recast my vote if I change my mind (for instance by going to give my vote in a polling station) – only the last cast vote counts. At this point people usually ask am I sure that I-voting is secure?

Before the verification of voting results in the evening of the Election Day, the encrypted votes and the digital signatures with person's personal data are separated. Then anonymous I-votes are opened and counted. The system opens the votes only if they are not connected to the personal data. I-voting follows the Election Act and election traditions and is just as secure as regular voting^x. Of course I agree with every IT specialist who says that e-services are never 100% secure (but so are non-e-services). We all know that e-services are in constant development and they are never ready. So at the end it's all about the trust – trusting the IT specialists, trusting those who help us to use these e-services and trusting the government.

ID card

So, how can I use all these e-services? Most of the e-services are available on the agencies' websites. Most of the personal e-services (internet bank, I-voting, eKool, seeing my digital prescriptions etc) require the use of an ID card.

The ID card is a primary personal identification document in Estonia. It also serves as a travel document within the European Union. By the 9th of March 2011 the Police and Border Guard Board of Estonia has issued 1 145 800 ID cards.

ID card can be used for accessing internet-based services provided by the state, local authority and by several private enterprises^{xi}. For example, you can buy a bus or a train ticket with your ID card, see your digital recipes on a state portal etc^{xii} or use it as Tallinn Central Library's library card^{xiii}.

The ID card can be used for issuing digital signatures – it means your own personal PIN codes (one for the identification and one for the digital signature), which you enter into the computer, into the e-environment. Digital signature is legally equal to a regular signature on paper. For instance, if you want to use your ID card as Tallinn Central Library's library card, you have to give a digital signature – you don't have to fill in any paper forms.

At the beginning of 2010 there were more than 300 000 people in Estonia using ID-card electronically^{xiv} and I'm sure that the number has increased already. By the 9th of March people had given the grand total of 49 258 406 digital signatures.

As an alternative to the ID card, Estonia has developed an infrastructure for the Mobile ID-card^{xv}. Mobile ID is intended to be used in electronic environments – you can log into internet banks, vote electronically etc. Mobile ID is very convenient because you don't need

to worry about ID card reader– you can use your phone instead. And you can use it everywhere in the world where there's mobile reception. The certificates of Mobile ID are valid for a period of three (issued after 01.02.2011) to five years (issued before 01.02.2011), after which the phone's SIM card should be replaced again.

There are a lot of things you can do with your mobile phone. I myself use it also for mobile parking. Mobile parking offers a mobile parking payment service that lets people pay for the parking with their mobile phone. The bill for the parking will be added to my mobile phone bill.

Where does the public library come in?



According to the Estonian Information Society Strategy 2013, approximately 90% of the Estonian population lives in areas with immediate availability of broadband internet^{xvi}. 68% of households have a broadband connection^{xvii}.



Estonia has developed very fast. But how many people can really keep a track on of all the e-services the state, the local authorities and private enterprises are offering? Ministry of Economic Affairs and Communications and Estonian Informatics Centre organized an e-services competition 2010 wherein 71 new Estonian e-solutions competed ^{xviii}. How many economically underprivileged people have the money to buy a computer? How many elderly people can actually use the computer to find the information they need? This is the part where the libraries and librarians come in.

On November 30, 2006 the Government of Estonia approved the Estonian Information Society Strategy 2013. It's a development plan, which sets out the general framework, objectives and respective action fields for the employment of information and communication technology in the development of knowledge-based economy and society in Estonia in 2007-2013. To encourage broadband development and its usability, city of Tallinn also compiled a Community's ICT Development Plan to Ensure the Development of Public Services ^{xix}. The main focus is on increasing the number of different e-services and on providing internet access for all citizens. The plan also includes free computer trainings in Tallinn Central Library. The user trainings on different subjects organized by public libraries play an important role in promoting digital inclusion among local people.

Today's user training in the library means more than teaching how to use library's databases and catalogs. An increasing part of librarian's daily work includes searching the information together with the patron from the state and local authorities' websites.



About 5 years ago we started to offer courses for middle aged and elderly people, courses are entitled 50+-. During these courses the librarian introduces to participants the basic knowledge of how to use a computer and the library's home page; how to find information from the online catalogue ESTER (on November 2010 Estonian citizens voted the best e-services in Estonia and one of the e-solutions out of 47 that was mentioned was also ESTER^{xx}); how to use e-mail and Skype - to communicate with their children and grandchildren (software application which allows you to make free of charge phone calls

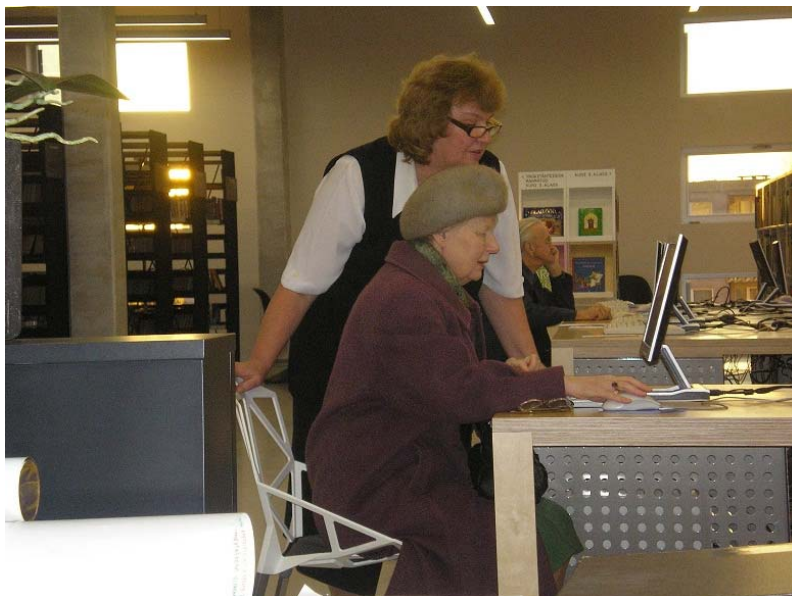
over the internet^{xxi}); how to find newspapers in the internet; how to find and use the State Portal, the home pages of local authorities, information about public transport (the map of Tallinn)^{xxii}, Pension Policy Unit and the banks. In one word, the purpose of these courses is to show how computers and internet can be useful to people of this age. Most of the elderly people prefer individual training rather than group training, and the librarian usually prefers it as well because the skills and the needs of the people can be very different. * We borrowed the name of these courses (50+-) from our colleagues in Helsinki City Library where such courses for elderly people have been held for several years.

The acquired experience from computer training courses enabled us to react quickly to the next necessity in our community (economic recession) and in March 2009 we started with the courses for job seekers. We teach them how to compile a CV, how to use the job portals, how to prepare for the job interview, we tell them about how the volunteer work can help to get a job, we introduce them aid packages of the Tallinn City and so on.

Tallinn Central Library is city's partner in the "Second Tallinn City aid package for city residents and entrepreneurs 2011-2012". One part of the package concerns increasing the employment of disabled people. The city wishes to increase the employment of less competitive people and will create 16 jobs for them in city agencies, two of them in Tallinn Central Library.

Librarians must be ready to give instructions to people in all the fields related to unemployment, from working and training opportunities for people with special needs to applying for work in foreign countries.

We also recommend for the job seekers to watch the Estonian Public Broadcasting and Tallinn TV^{xxiii}, so that they wouldn't lose the interest in their local community. The City of Tallinn established the Tallinn TV in order to promote innovative ways for digital inclusion. It helps citizens to get more information about local news, events, City Council meetings (live) etc.



According to the statistics of Estonian Statistical Office (1st of January 2010) 68.8% of Estonia's inhabitants are Estonians and 25.5% are Russians. In Tallinn only 55.3% of inhabitants are Estonians and 36.3% are Russians. It means that we have a large Russian community in Tallinn. While most of the Russian speaking young people understand and speak Estonian very well, in our experience it's another story with people over 40. Our user trainings in Russian are very popular today, because recession in Estonian economy made a lot of Russian speaking inhabitants to realize that they are vulnerable in Estonian labor market because of the language barrier and because of their lack of knowledge of what is going on in Estonia. Many Russians have come to understand that living only in Russian media space – reading only Russian newspapers and watching only Russian TV channels – and not learning the language of the country they are living in, is a disadvantage.

From Autumn 2009 to April 2010 Tallinn Central Library participated in the project Ole Kaasas (in English: Come Along!)^{xxiv}. It was an internet promotion project launched by Estonian companies EMT, Elion, Microlink and Look@World Foundation in March 2009. The project aimed to provide basic and advanced computer training to 100 000 people and to connect 50 000 more families to the internet over the next three years. The trainings in Tallinn Central Library were held both in Estonian and in Russian. The training projects were financed in the framework of the information society development measure of the European Regional Development Fund.



Today we are looking for new projects where to participate in order to help the people in our community to see the benefits of the internet and to teach them to use the internet effectively and safely. We already have two projects ideas with Look@World Foundation – one of them is a “user’s laptop assistant” (also something we got the idea from Helsinki City Library – it is called there the Laptop Doctor) and the other one is similar to the ComeAlong! project.

But not only the state and the local authority are developing e-services. Our library is inspired to do it as well.



Our library has a Webpage for Children^{xxv}, where children can read the latest library news, talk about their hobbies, solve crosswords, play educational games etc.



We have a specially designed online catalogue for children^{xxvi}, which helps them to start using the online catalogue ESTER. As you can see from the slide it has 6 main themes and sub themes. When a child chooses a theme, she or he can see all the children books (and location and status) that concern that theme.

We have a separate webpage for the Department of Music^{xxvii}, where all the lovers of music can among other things, read our department's web blog^{xxviii}. The Web Diary of the Department of Music allows us to publicize news (about library, upcoming events in the library and of course outside of library), our readers can share their opinions about the events, they can give constructive criticism, music recommendations, send us photographs about concerts and so on.

If the reader is interested in being an author in our web diary, he or she has to contact our librarian who makes him or her an account. However, our Department of Music has the right to delete the account if necessary (for instance in case of the use of dirty language).

Aeg	Arvutid								
10:00	AIP1	AIP2	AIP3	AIP4	AIP5	AIP6	AIP7	AIP8	AIP9
10:30	AIP1	AIP2	AIP3	AIP4	AIP5	AIP6	AIP7	AIP8	AIP9
11:00	AIP1	AIP2	AIP3	AIP4	AIP5	AIP6	AIP7	AIP8	AIP9
11:30	AIP1	AIP2	AIP3	AIP4	AIP5	AIP6	AIP7	AIP8	AIP9
12:00	AIP1	AIP2	AIP3	AIP4	AIP5	AIP6	AIP7	AIP8	AIP9
12:30	AIP1	AIP2	AIP3	AIP4	AIP5	AIP6	AIP7	AIP8	AIP9

We have an internet workstation reservation system, where it's possible to book a computer in advance^{xxix}. To book a computer you need either a library card or an ID card. You can choose the location, parameters and the programs of the computer you want to use.

We are about to do our own e-book lending and reading system, which is also connected with the users ID card. And a lot more, but I will tell you about them some other time. And, if you're still wondering about the title of this presentation ("Being part of intelligent and inspirational Tallinn"), then next year IFLA takes place in Helsinki - it's only 82 km from Tallinn - make a quick stop to Tallinn and see if you feel inspired while you're here.

Thank you for your attention!

ⁱ Tallinn Once Again Ranked Among Top Seven Intelligent Communities: <http://estonia.eu/news/74-tallinn-once-again-ranked-among-top-seven-intelligent-communities%3Fstart=140.html>

All the websites above were last visited 10.03.2011:

ⁱⁱ Database of Estonian Statistics: Population: <http://pub.stat.ee/px-web.2001/Database/Rahvastik/databasetree.asp>

ⁱⁱⁱ Population of Tallinn: <http://www.tallinn.ee/Tallinna-elanike-arv>

^{iv} Historic Centre (Old Town) of Tallinn: <http://whc.unesco.org/en/list/822>

^v Tallinn 2011 – Euroopa kultuuripealinn: <http://www.tallinn2011.ee/eng>

-
- ^{vi} Üle 92% tuludeklaratsioonidest esitati elektrooniliselt. ERR (2010) 09 April: <http://uudised.err.ee/index.php?06199985>
- ^{vii} The State Portal eesti.ee: <http://www.eesti.ee/eng/>
- ^{viii} eKool: https://ee.ekool.eu/index_en.html#?/
- ^{ix} Estonian National Electoral Committee: Riigikogu (parliamentary) Elections March 6th 2011: <http://vvk.ee/?lang=en>
- ^x Internet Voting in Estonia: <http://vvk.ee/voting-methods-in-estonia/engindex>
- ^{xi} ID-Card: <http://www.id.ee/>
- ^{xii} E-teenused: <http://www.id.ee/?id=11456&&langchange=1>
- ^{xiii} Tallinn Central Library: Reader Registration: <http://www.keskraamatukogu.ee/index.php?id=7183>
- ^{xiv} ID-kaarti kasutab elektrooniliselt üle 300 000 inimese. Eesti Päevaleht (2010) 18 January: <http://www.epl.ee/artikkel/486467>
- ^{xv} Mobiil-ID: <http://mobiil.id.ee/>
- ^{xvi} Estonian Information Society Strategy 2013: http://www.riso.ee/en/information-policy/policy-document/Estonian_Information_Society_Strategy_2013
- ^{xvii} Seitsmel Eesti perel kümnest on kodus internetiühendus. Postimees (2010) 14 December: <http://www.postimees.ee/?id=357466>
- ^{xviii} Selgusid parimad e-teenused: <http://www.ria.ee/selgusid-parimad-e-teenused>
- ^{xix} Tallinna avalike teenuste edasiarendamist tagava infotehnoloogilise keskkonna arengukava 2008-2013: <https://oigusaktid.tallinn.ee/?id=3001&aktid=111429>
- ^{xx} Best E-Solutions Selected by Public: <http://news.err.ee/economy/254463dc-fc77-429c-a8cc-5b51529a1f52>
- ^{xxi} TOP 10 Estonian Inventions and their inventors: http://www.estinventor.com/?page_id=34
- ^{xxii} The map of Tallinn: <http://kaart.tallinn.ee/Tallinn/Show?REQUEST=Main&lang=eng>
- ^{xxiii} Tallinna TV: <http://www.tallinnatv.eu/>
- ^{xxiv} Ole Kaasas!: <http://www.olekaasas.ee/>
- ^{xxv} Tallinna Keskraamatukogu Lasteleht: <http://www.keskraamatukogu.ee/lasteleht>
- ^{xxvi} Tallinna Keskraamatukogu Lastekataloog: http://tallinn.ester.ee/search*est~S20
- ^{xxvii} Tallinna Keskraamatukogu muusikaosakonna veebileht: <http://www.keskraamatukogu.ee/muusika>

^{xxviii} Tallinna Keskraamatukogu Muusikaosakonna veebipäevik: <http://tln.lib.ee:8118/muusika/>

^{xxix} Tallinna Keskraamatukogu internetiarvutite broneerimissüsteem:
https://www.keskraamatukogu.ee/booking/booking_search.action