**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 subcontinent
- 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:

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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.
<table>
<thead>
<tr>
<th>Section</th>
<th>PL Section Liaison</th>
<th>Section Chair</th>
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<tr>
<td>Africa</td>
<td>John Lake</td>
<td>JacintaWere</td>
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<td>Asia and Oceania</td>
<td>John Lake</td>
<td>Gary Gorman</td>
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<td>Government and Official Pubs</td>
<td>?</td>
<td>Jane Wu</td>
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<tr>
<td>Latin American and Caribbean</td>
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<td>Roberto Servidio</td>
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<td>Gunilla K. Mortin</td>
<td>Ivanka Stricevic</td>
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<td>Johan Roos</td>
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<td>Torny Kjestad</td>
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<td>Florence Poncé</td>
<td>Andrew Cranfield</td>
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<td>Ingrid Parent</td>
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<td>John Lake</td>
<td>Gwynneth Evans</td>
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<td>Torny Kjestad</td>
<td>James Henri</td>
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<tr>
<td>Statistics and Evaluation</td>
<td>Florence Poncé</td>
<td>Mike Heaney</td>
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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
• All PL Standing Committee members to promote Guidelines in home countries
• Create speeches and background material to support above teams
  o Lead: B. Clubb

4. Work with organizations to promote Guidelines
• UNET
  o Member library staff to review and report back. K. Hassner. Completed.
  o Make presentation on Guidelines at Canada UNET meeting in September 2002
• CILIP (Chartered Institute for Library and Information Professionals, UK)
  o 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
  o Purchase copies from Saur (60% discount) and send to libraries schools with
    letter of introduction and encouragement
    • Seek sponsors to underwrite cost of purchasing
  o Lead: Borge Sondergard
  o Lead (Canada): B. Clubb. Completed.
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<td>Australia</td>
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<td>Australia</td>
<td>Alan Bundy (Australian Library Journal)</td>
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<td>Canada</td>
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<td>Laurette Mackay</td>
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<td>Chile</td>
<td>Gonzalo Oyarzún</td>
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<td>China</td>
<td>Dr Wu Jianzhong</td>
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<td>Lake, John Bruce * co-lead</td>
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<td>Barbara Gubbin</td>
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<td>Lynch, Beverly</td>
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<td>World Health Org.</td>
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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
    - **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.


- **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
Chinese: 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
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<td>Urdu</td>
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</table>


Published by ABF
Appendix B

IFLA Public Library Standing Committee Guidelines Project Team

Barbara Gubbin (co-lead), USA  bgubbin@coj.net
Joyce Jelks, USA  jej9572000@yahoo.com
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Ruth Ornholt Norway  ruth.ornholt@hordaland-f.kommune.no
Suzanne Payette, Canada (co-lead)  bibliotheque@ville.lassomption.qc.ca
Ian Stringer, UK  ianstringer@barnsley.gov.uk
Appendix C

IFLA Public Libraries Section
Guidelines Marketing Strategy

International Guidelines Liaison Team

* = PL Standing Committee members of Guidelines Team

ANGOLA
Maria José Faria Ramos
Biblioteca Nacional de Angola
(Av. Comandante Jika)
C.P. 2915 Launda, ANGOLA
Tel: +(244) (2) 326299/326769
Fax: +(244) (2) 326299
Email: bibliothecanacional@netangola.com or biblioteca@netangola.com

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Tel: 61 (0) 8 9382 1261
Mobile: 61 (0) 412 892 504
Fax: 61 (0) 8 9381 6083
Email: kpoustie@tpg.com.au

Bundy, Alan
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University of South Australia
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Underdale
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AUSTRALIA
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Fax: 61 8 8302 6362
Email: alan.bundy@umisa.edu.au

CANADA
Laurette Mackey
Regional Director
New Brunswick Library Service and President Atlantic Provinces Library Association
York Regional Library
4 Carleton Street
Fredericton, New Brunswick, CANADA E3B 5P4
Tel: 506-453-5380
Fax: 506-457-4878
Email: laurette.mackey@gnb.ca
Barbara Clubb  
City Librarian, Ottawa Public Library and  
Chair, IFLA Public Libraries Section  
120 Metcalfe Street  
Ottawa, Ontario  
Canada  
Tel :  1-613-598-4001  
Fax :  1-613-567-8815  
Email :  barbara.clubb@library.ottawa.on.ca  
URL :  www.library.ottawa.on.ca

Suzanne Payette*  
Bibliothèques Publiques de Québec  
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Canada  
Tel:  1-450-589-5671  
Fax  1-450-589-6882  
Email:  bibliothque@ville.lassomption.qc.ca

CHILE  
Oyarzún, Gonzalo*  
Government of Chile  
Department of Libraries, Archives and Museums  
Project Manager, DIBAM-Sub Directorate of Public Libraries  
Padre Alonso Ovalle 1637  
Santiago, CHILE  
Tel :  56-2-764 2400-674 2452  Cell Phone:  56 2 674 2470  
Fax :  56-2-6882060  
Email :  goyarzun@sbp.cl

CHINA  
WU, Dr Jianzhong  
Director, Shanghai Library  
Director, Institute of Scientific and Technical Information of Shanghai  
1555 Huai Hai Zhong Lu  
Shanghai, CHINA  
Tel :  ++86-21-6445555  
Fax :  ++86-21-64455011  
Email :  jzwu@libnet.sh.cn  
URL :  www.libnet.sh.cn  
Personal :  www.libnet.sh.cn.wjz

Li, Jingxia (new Public Library Standing Committee member)  
Assistant Director  
Wuhan Library  
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Wuhan, CHINA  
Tel:  ++86 (27) 85718003  
Fax:  ++86 (27) 85718060  
Email:  jingxiali@sina.com
COLOMBIA
Gloria Maria Rodriguez
Director
Department of Culture and Libraries
Calle 51 No 45-37
Medellin
COLOMBIA
Tel :  574-5121902
Fax :  574-5123949
Email :  grodriguez@comfenalcoantioquia.com

CROATIA
Ivanka Strišević, Head of Children’s Department (and secretary to IFLA section for Children and Young Adults
Medvescak Public Library
TRG Zrtava Fasizma 7
10 000 Zagreb
CROATIA
Tel:  +385-1-46-11-929
Fax:  +385-1-46-11-480
Email:  ivanka.stricevic@knjizmed.tel.hr

Sviben, Zdenka

EBLIDA (European Bureau of Library, Information and Documentation Associations)
Maria Pia Gonzalez Pereira, Director
EBLIDA
PO Box 16359
NL-2500 BJ The Hague
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Resources

IFLA Website: www.ifla.org
Public Libraries Section website: http://www.ifla.org/VII/s8/spl.htm

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