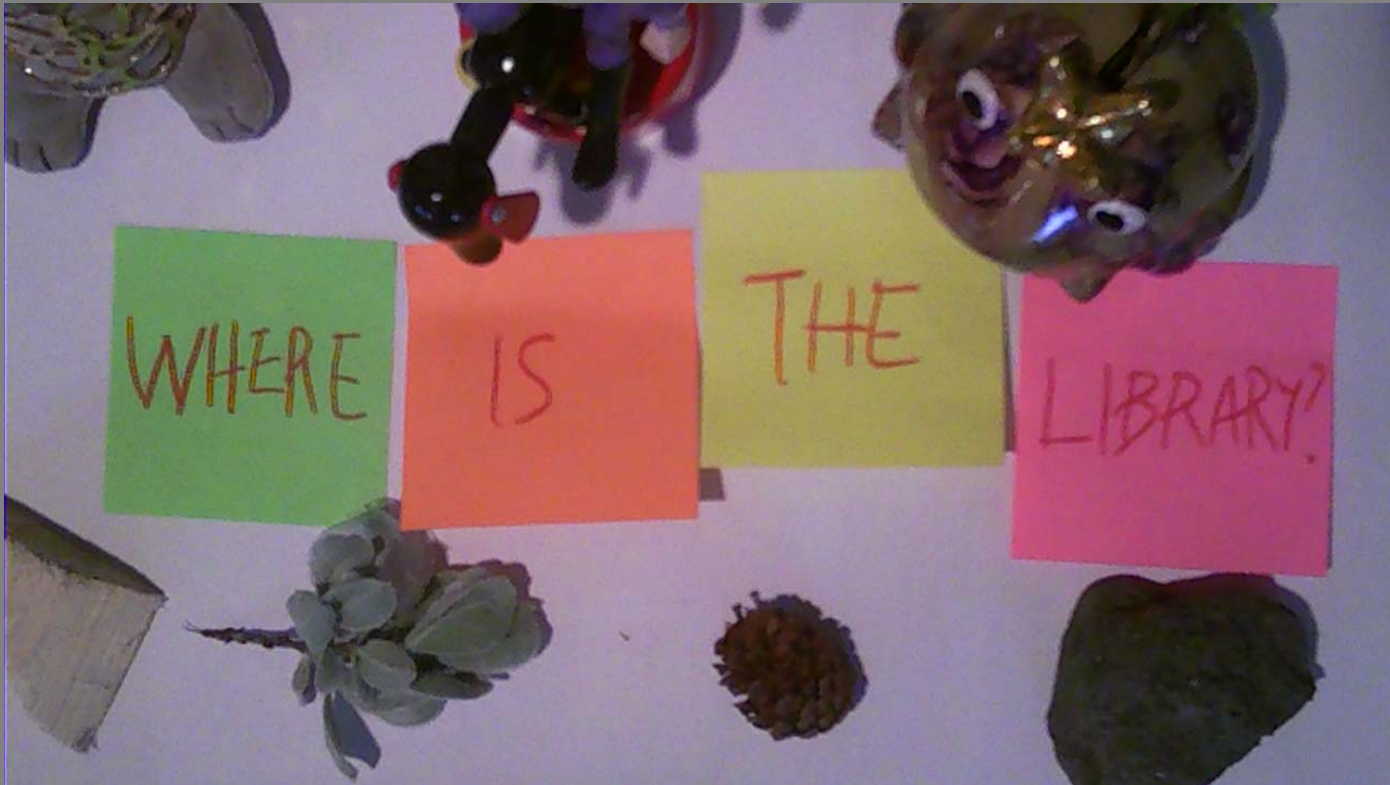


Challenge:



Group members:

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Vision!

The library under the skin of the user

Three angles

- Proactive presence – the library is too passive waiting for the users
- Easy and attractive entrance on all platforms
- Co-creation with the users and other actors

The most important angle

Proactive presence

How do we construct the idea?

What do you think we should create? – activities/constructions?

- Strategy for being more proactive
- Mental shift both in management and staff

How do we do it? (what actions should we take to make it happen?)

- Professional marketing
- “Mouth to mouth” marketing
- Build mobile apps
- Build platforms for co-creation with users and others
- Challenge the organizational structure

What difference does it make?

**With whom do we do it?
- partners and
competencies?**

- New professions in the library
- Value exchange with different actors
- The users are our partners

**What is the difference/result
the activities will make – to
the society and the citizens**

- More diversity
- Efficient use of money
- Strengthen the non commercial space in the society

How does the Network of Nordic Libraries build on the ideas from this camp?

- By implementing and developing the ideas
- Local workshops
- Bank of ideas and failures
- Share knowledge and technology
- Spread the ideas in other networks