

## Nordic Camp Oslo - Description of ideas

### 1. Challenge

Which challenge does the idea address?

- Changing business models
- Embracing new formats

### 2. Description of the idea

- New distribution models
- The library as a publishing facilitator
- Accessibility for everybody
- Connecting people and sharing
- New partnerships as a business model

### 3. Purpose of the idea

- why do we think this is necessary?
- The library needs to be where people are
- To grab the initiative, and be strong a actor
- To be competitive in the future
- Capture non-users
- Open and free access to the information
- The media-use is changing and the has adapt, and set trends
- People are the media
- The library should be a free, neutral and democratic arena

### 4. Needs

- whose or what needs does the idea address?
- The users needs, the need of access. The library as an enricher of peoples thoughts
- The needs of the library to survive in the future
- Meeting the needs of prosumer.

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### 5. Approach

- what do we want to do and how do we do it?
- Make contract with partners
- Make a pilot/project for the Nordic countries
- Create a new business model

### 6. Benefit

- what is the benefit for the users – and for the library?
  - Simplicity and accessibility for the users
  - Get to distribute
  - Library can strengthen the democratic role/Nordic values in the society
  - The library will connect with new partners and it will also connect people
  - The library as a distributor of knowledge through new channels and business models, where users can meet information wherever they go

### 7. Competition

- what stands in the way for this idea – and how can we overcome this?
- Lack of competences, funding, staff
- If we have to compete with existing technology. Competition with strong actors in the market, like youtube, spotify, etc.
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### 8. Potentials for innovation and Nordic added-value

E. g Why is this idea innovative?

How can this be developed in co-operation between Nordic public libraries?

Can the idea increase Nordic added-value?

- We are meeting the needs of the prosumers in society
- Creating new partners and contexts. New arenas and platforms
- New role of the librarians
- As a Nordic project, where one share experiences.
- By learning from each others
- The common values in the Nordic countries will make the project and partnerships possible

## **Nordic Camp Oslo - Description of ideas**

- A transnational cooperation and connection between users
- Exporting the idea/project, languages. A multilingual cooperation between the Nordic countries
- Sharing of competences and languages

### **9. Short summary of project description in 200 words**

The library needs to be where people are.

Purpose of project is to find new distribution models. With new models we can guarantee open and free accessibility to information. New models connect people and make possibility to share their own content. Library can also be a publishing facilitator and co-operate with new partnership.

The pilot project could have a green approach. Focus on ecology is a common Nordic value that we would like to embrace through the innovative information channels that we create with partners such as organizations, IT experts, commercial arenas, the educational system etc.

In the project we want to give the users a chance to go from consumer to prosumer. We will invite the prosumer to make their own catalogue through cloud technology, with various sort of content.

We are in the clouds!