

Nordic Camp Stockholm - Description of ideas

1. Challenge

Community: Libraries need to address learning and cultural experiences for all citizens and support connectivity in a diverse society.

2. Description of the idea

The library as a mediator

The library as a mediator helps interaction between entities: people, groups or organizations. We have been mediating materials and now we are going further.

3. Purpose of the idea

– why do we think this is necessary?

Because in that way we will reach more citizens and if we are successful, support a common community feeling. In order to support connectivity – you need to support meetings between people and entities. Culture and learning is taking place in these meetings. In this way the library will stay relevant to the community.

4. Needs

– whose or what needs does the idea address?

In this way we can potentially reach a great diversity of our citizens with learning and cultural experiences. A community needs places where everyone is welcome.

5. Approach

– what do we want to do and how do we do it?

The first step is extensive research of our community, trying to reach our non-users as well as our users.

6. Benefit

– what is the benefit for the users – and for the library?

More resources, content and services for the library and users. It also increases the possibility of attracting non-users. As a result we have a better and stronger community with a stronger user loyalty.

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7. Competition

- what stands in the way for this idea – and how can we overcome this?

Part of the staff could stand in the way, lack of interest and knowledge, time (less time). -- We could use re-education of the staff to have a better customer service / rethink or improve librarians' education.

Marketing would really help as well. Once this gets going the interest and knowledge should gradually increase. It takes time and patience.

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?

The innovative part is that our idea of the library as a mediator is based on research and with the aim to reach new users. We have not done this in a large scale before, and the innovations take form in the meetings that we mediate. The Nordic libraries can learn from each other and exchange experiences, but this kind of service must be based on knowledge of the local community.

9. Short summary of project description in 200 words

The library as a mediator helps interaction between and within entities: people, groups or organizations. We have been mediating materials and now we are going further.

In that way we will reach more citizens and if we are successful, support a common community feeling. In order to support connectivity you need to support meetings between people and entities.

In this way we can potentially reach a great diversity of our citizens with learning and cultural experiences.

The first step is extensive research of our community, trying to reach our non-users as well as our users.

The benefits are more resources, content and services for the library and users. It also increases the possibility of attracting non-users. As a result we have a better and stronger community with a stronger user loyalty.

Staff could stand in the way, lack of interest, knowledge and time. We could re-educate staff and library education to adapt this new idea. We can overcome obstacles over time, when this new idea is used.

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