

New Horizons: How Libraries Create Smart Communities



@janholmquist



Agenda





Agenda

Strategy

Agenda

Strategy

Advocacy

Agenda

Strategy & Advocacy

**Fasten seat belt while seated
Life vest under your seat**

@janholmquist

The background image shows a close-up of a red leather-bound book cover. It features a decorative pattern of black leather straps crisscrossing in an 'X' shape. At the intersections and along the straps are small, round brass rivets. Larger, ornate brass star-shaped ornaments are placed at the corners and intersections. In the center, there is a square brass frame containing a grid of raised bars, resembling a small window or a decorative element. The word 'Strategy' is overlaid in a white, sans-serif font on a dark rectangular background in the upper-middle section.

Strategy

Exploring our
future choices

IFLA Global Vision

Shape the future

Exploring our future choices

David Lankes

Global librarianship

THIS WAY



A low-angle, upward-looking shot of a roller coaster track. The track is made of weathered, yellowish-brown metal and curves sharply upwards and to the right. The background is a clear, bright blue sky. The perspective creates a sense of height and motion.

**Your strategic plan is
not your **strategy****

To which challenges in society is your library the answer?

Rolf Hapel



Challenges



Challenges

A large, detailed mural of a tiger's face is painted on a wall. The tiger has orange and black stripes, white fur, and long white whiskers. The background of the mural is dark blue and black with white and green brushstrokes. Above the mural, there is a black banner with the word 'Challenges' in white. Below the mural, there is another black banner with the text 'Youth and education' in white. The top of the image shows a building with arched windows and a brick building with rectangular windows.

Youth and education

The Law – Libraries

The purpose of public libraries is to promote information, education and cultural activity

Core task – municipality and Libraries and Citizens service:

We must strengthen citizens' opportunities to master their own lives and in cooperation with the citizens ensure that everyone can join relevant communities.

We do this by –

Guldborgsund Public Library actively supports life long learning on all levels. We inspire and strengthen the community.



Unlearn HACK Learn

FabLab Guldborgsund



FabLab Guldborgsund

Spark learning opportunities by bringing the knowledge of the community together



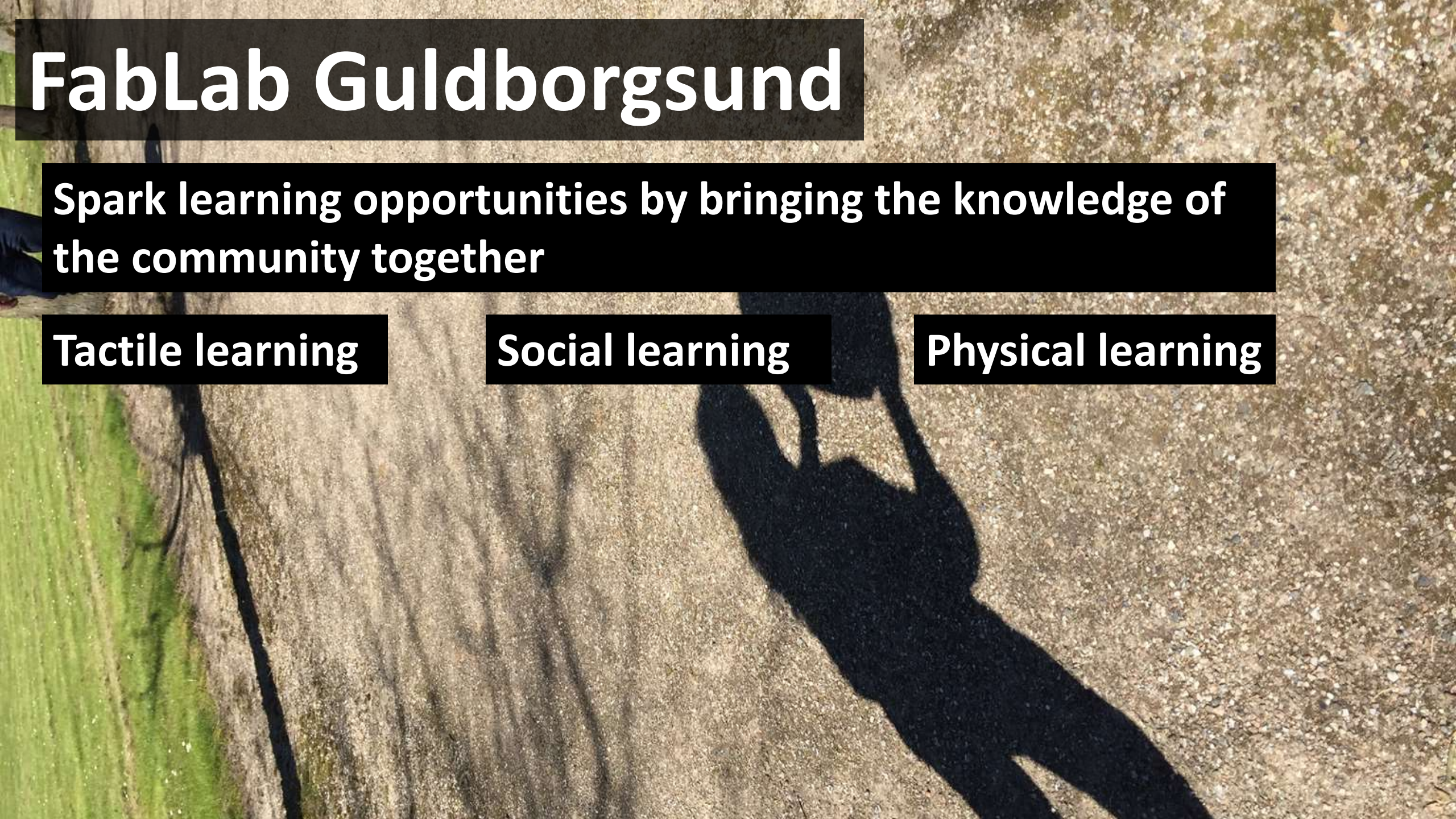
FabLab Guldborgsund

Spark learning opportunities by bringing the knowledge of the community together

Tactile learning

Social learning

Physical learning



FabLab Guldborgsund

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Library core values are important – it is a Library FabLab

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Search and evaluate information

FabLab Guldborgsund

Spark learning opportunities by bringing the knowledge of the community together

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Library core values are important – it is a Library FabLab

Search and evaluate information


Project with schools and youth school



Strategy Advocacy

Challenge and opportunity



A photograph of Barack Obama sitting in a red leather chair, smiling broadly while talking on a grey telephone. He is wearing a light-colored, patterned button-down shirt. In the foreground, a large, out-of-focus white object, possibly a piece of paper or a folder, partially obscures the lower part of his face and torso. The background shows a dimly lit room with wood-paneled walls, a framed picture on the left, and a window on the right showing greenery outside. A flag with stars is visible in the background.

**“We need to out-
innovate,
outeducate and
outbuild the rest
of the world”**



**Libraries are
strategically important
for modern knowledge
societies**



Advocacy


Challenges



SOMETHING
IS ROTTEN IN
THE STATE OF
#DENMARK


Celebrating Shakespeare
in Libraries 2016



A medium shot of a man with short, light brown hair and black-rimmed glasses. He is wearing a light blue button-down shirt under a brown tweed jacket. He is looking slightly to his right, towards another man whose back is to the camera. The second man is balding and wearing a blue shirt. The background is a blurred studio setting with blue and white vertical panels and a framed picture of a landscape.

You can't trust the news outlets, if you want to understand the world.



Donald J. Trump ✓
@realDonaldTrump

The global warming we should be worried about is the global warming caused by NUCLEAR WEAPONS in the hands of crazy or incompetent leaders!

[Oversæt fra engelsk](#)

08/05/2014 05.53

15,5K RETWEETS 12,5K LIKES

#FACTSMATTER



Washington
11:26 AM ET



@RELIABLESOURCES

'ALTERNATIVE FACTS' ARE LIES

LIVE



11:26 AM ET

CONTENT OF SPEECH, WHICH HIT HARD ON CAMPAIGN THEMES LIKE "AMERI RELIABLE SOURCES





**LIBRARIES
CHANGE
LIVES**

DIGITAL INCLUSION



**18% OF THE EU
POPULATION**

has never used the internet.



★ **FREE
ACCESS**

13.9 MILLION

Europeans use public access
computing services at their
public library.

Free access to the internet and librarians' guidance empower people to keep in touch with their families and friends, use e-government resources, apply for jobs, and more.

LIFELONG LEARNING



8.9% OF EU CITIZENS

participate in lifelong learning activities,
which is significantly below the 2015
target of 15%.



★ **NEW
SKILLS**

24 MILLION

adults participate in non-formal
learning activities at their
public library every year.

As community hubs for various non-formal learning activities, public libraries are fundamental for improving Europeans' skills for life, ranging from basic and digital literacy to public speaking, foreign languages and others.

SOCIAL INCLUSION



OVER 10%

of the EU population is unemployed.

250,000



EUROPEANS

find a job using libraries' internet services every year.



People of all ages meet, connect and interact at public libraries. Thanks to a natural networking environment and job-searching courses, they help thousands of Europeans to find their place in the job market.

Martin Schulz







Tell stories





With the heart



To the heart



Libraries Change Lives



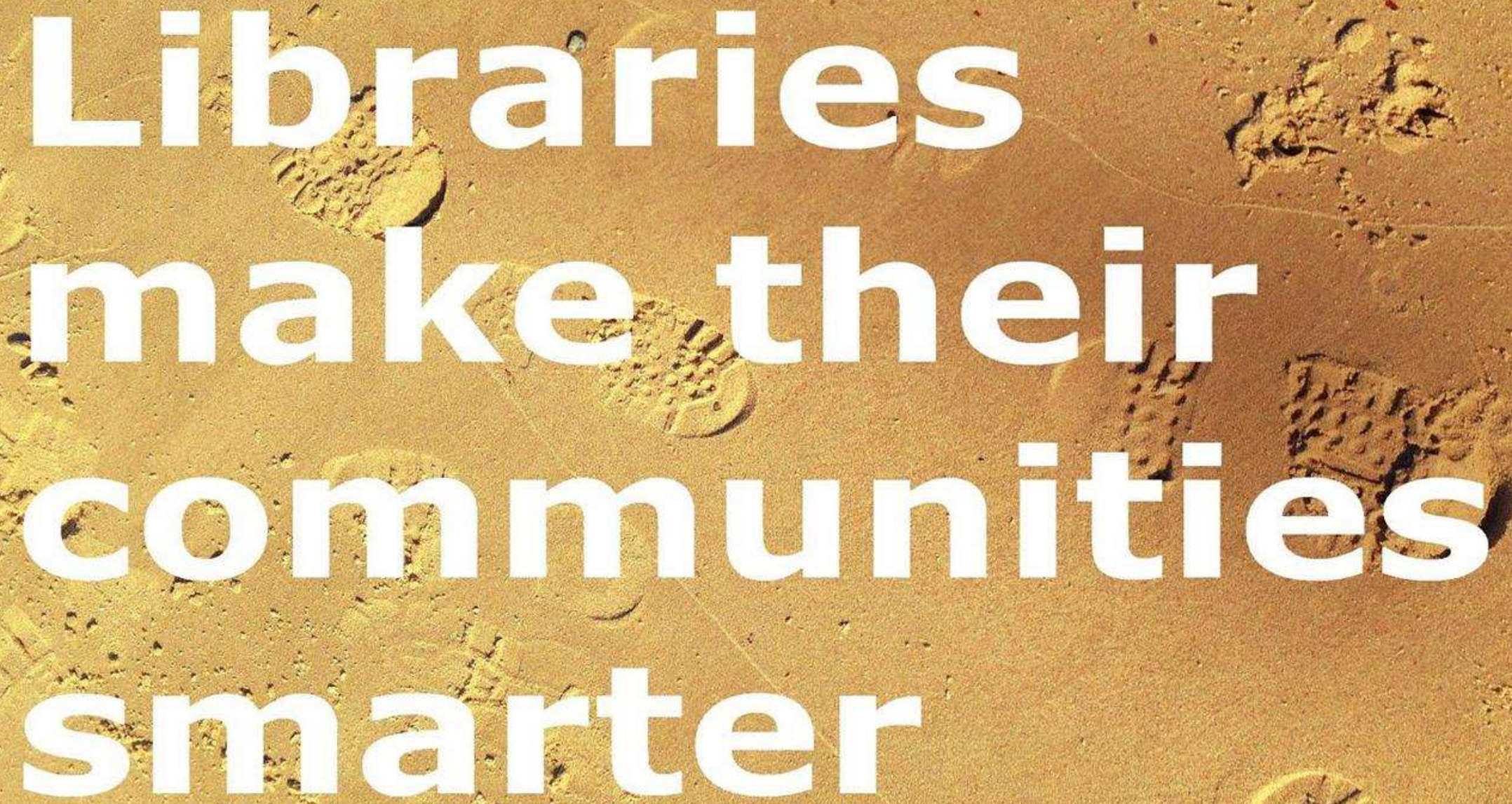


Connect the dots

THIS WAY



**Libraries are
strategically important
for modern knowledge
societies**



**Libraries
make their
communities
smarter**



**‘The future
cannot be
predicted,
but futures can
be invented.’**

Dennis Gabor, winner of the 1971 Nobel Prize in Physics, 1954



GREYFRIARS BOBBY

PIZZA PARADISE

SHAWERMA

FALAFEL

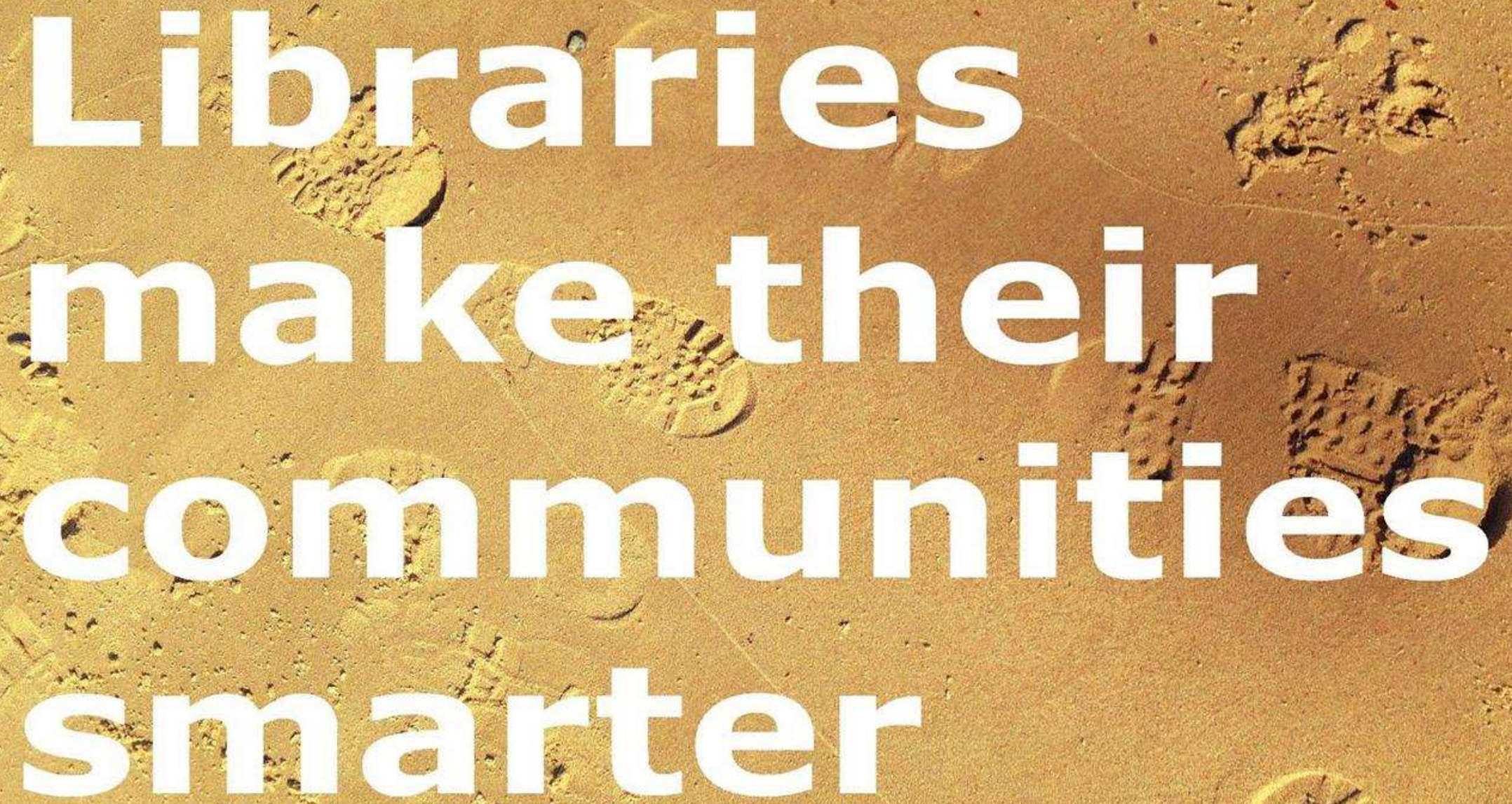
BURGERS

End



PRESS FOR

CHAMPAGNE



**Libraries
make their
communities
smarter**

MISSING
LINK

janholmquist.net

Keep in touch...



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