

Libraries, Politics, Societies

Facing the challenge 2.0

Strong libraries, Strong societies?

- Sinikka Sipilä's presidential theme
- Background in the Finnish experience
- Founding of a nation - in a library



100th anniversary of independence

Yes, of course, we build a library

Europe of Libraries

- Protestant North
- Catholic south
- Post socialist east-central

Purpose of the libraries

- For the clients: citizenship, entertainment, tradition, new skills
- For the rulers: education, engagement, empowerment
- For the society as a whole: Sense of community, sense of belonging

....and for those who actually
work in the libraries

- World peace
- End of hunger
- Cure for cancer



How can you think negatively with all this beauty - all all these books?



Or this?

The existence of the libraries cannot be taken for granted

- Funding: a wide spread financial crisis challenging local economy all over Europe
- Politics: Neo liberals and national populists are not in favor of publicly funded libraries
- Competition of your spare time: TV, Social media and other forms of information and entertainment are challenging libraries' and book's traditional position
- Yes, and the e-book, too



How do we get it funded, then?

- Lobbying: politicians, civil servants
- Publicity: we want people to talk about libraries
- Electoral support. People do love the libraries, and they do vote in the elections

How do we lobby, then?

- Cabinets loosing their power
- Personal engagement: bring the politicians in (Sun Tzu: to win your opponent, ask him for a favor)
- Politician is looking for the same things as we are: Staying in the business, and having sufficient support
- We can help one another

Libraries have to be a topic of discussion to survive

- Popping up - by bicycle
- Rainbow -shell?
- Je suis Charlie

Levels of lobbying

- Municipalities - local activists, friends of libraries, press
- The State - Library associations, friendly politicians, other associated organizations, national media
- EU - Eblida, Liber, other associated organizations, friendly MEPs
- Un - Ifla

Global questions

- Battle of copyrights
- Role of the information giants, Amazon, Google, Apple
- Access to information

Google can bring you
back 100,000 answers,
a **librarian** can bring you
back the **right** one.

- Neil Gaiman