Public libraries at the digital-information literacy crossroads

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BELGRADE CITY LIBRARY
Serbia
Position: Europe, South-East
Area: 88.361 km²
Population: 7,498,000
Capital: Belgrade
SERBIAN LIBRARIES

- 2 National libraries
- 175 University libraries
- 181 Public libraries
- 1,525 School libraries
- About 5000 librarians
Belgrade
BELGRADE CITY LIBRARY

• The biggest public library in Serbia
• Area – 13,000 m²
• Collection – 1.8 million vol.
• Patrons – 155,000
The Library has 76 facilities: 1 central building with 7 dislocated facilities, 14 municipal libraries with 53 branch libraries, and 2 separate children's departments.
Belgrade City Library
Belgrade City Library

- Network of 14 municipal libraries
- 12 departments
- 275 employees
- Over 70 locations throughout the City
- About 2 million books and other materials
- Founded in 1931.
BCL - Central building

- Reading room
- The Gallery
- Press conference hall
- Periodical department
BCL - Central building

The Roman hall - one of the most popular cultural sites in town
Municipal library
Petar Kočić - one of the most beautiful libraries in the BCL network
Buildings’ adaptations

- Municipal library “Vuk Karadzic”
The Belgrade City Library

Financing

From budget of the City of Belgrade
In order to play their role, public libraries must offer new and innovative services and activities that empower citizens and helping to increase the number of qualified, skilled and fulfilled people of any age, class or gender, including those enrolled in recognized courses and those simply wanting to improve their skills at any time of their life, for any reason.
Customers will not change outstandingly during the next ten-twenty.. years, but there will be more customers who need help to survive in society. When most services are changing rapidly to self-service and people also need more technology skills for daily routines, libraries will be places to get help.

-new library services e.g. *makerspaces* will bring new kinds of customers.
Library = Knowledge = Wealth

Can a library save people money?
The project has been realized since October 2009, in partnership with the USAID / Serbia Economic Growth Activity Project (SEGA Project).
The website was launched in April 2010.

The idea is to present, in a simplified manner, the basic principles of managing personal and family finance and to provide the basic information about how certain financial products function and how we can use them effectively.

It is an educational and advisory website which also offers a series of practical tools.
Naučite kako da planirate
i organizujete svoja finansijska sredstva
Nikada nije previše rano, ni previše kasno

Novčići

Milan
tinejdžer

Tanja
student

Natalija i Petar
mladi zaposleni

Ana i Marko
porodica

Angelina i Todor
penzioneri
Za koje stvari želiš da stediš?
Koju su tvoji ciljevi?

Novac ti omogućava da postigneš određene stvari u životu. Zbog toga, prvi korak u izradi svog finansijskog plana jest da se zapitaš koje su to stvari koje želiš. Postavljanje jasnih ciljeva će ti dati motivaciju da radiš i stediš kako bi te ciljeve i ostvario.

Važnost postavljanja ciljeva

Ukoliko ne znaš gde ideš, nećeš tamo ni stići! Postavljanje jasnih ciljeva omogućava ti da ideš ka njima.

Tvoji ciljevi će zavisi od mnogih činilaca, poput godina i obaveza; ciljevi mogu biti kratkoročni ili dugoročni, a mogu biti i mali ili veliki.

<table>
<thead>
<tr>
<th>Rok</th>
<th>Primeri</th>
</tr>
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<tbody>
<tr>
<td>do 3 meseca</td>
<td>karte za koncert, nova jakna</td>
</tr>
<tr>
<td>3 – 6 meseci</td>
<td>novi telefon, komponente za kompjuter</td>
</tr>
<tr>
<td>6 – 12 meseci</td>
<td>zimovanje ili letovanje sa prijateljima, kupovina motora</td>
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Tvoji finansijski ciljevi, novac i rokovi koji su potrebni za njihovo postizanje – odradite koliko češ morati da stediš ili investiraš da bi ih ostvario. Takođe, upućite te na najprikladnije načine štednju ili investiranja – i naravno, verovatno češ morati da balansiraš između nekih od dugoročnih ciljeva, kao što je letovanje i kratkoročnih ciljeva, kao što je kupovina nove ođeće.
Financial literacy

Workshops
Fifteen librarians from thirteen BCL municipal libraries passed the training in the basics of financial literacy and methodology for working with high school students. The training was led by SEGA’s financial experts. The librarians received a ready-made PowerPoint presentation and other workshop aids and materials. Following the training, the librarians have started delivering workshops to teach high school students the basics of financial literacy.

The goal of these educational workshops is to acquaint students with basic financial concepts – common financial products (deposits, loans, stock, insurance, etc.), the importance of saving, risk and return in investment, the right to receive accurate information while investing. The education also includes specially designed budget planning exercises.

Librarians are implementing the education in cooperation with Belgrade high schools. The workshops have attracted high interest among students, who find them unique and very useful. So far, around 50 workshops were held, for some students (20 students per workshop, on average).

Website:
The Novčići (it means Coins in English) was launched in April 2010, at www.novcici.rs. The website presents, in a simplified manner, the basic principles of managing personal and family finance and provides basic information about how certain financial products function and how to use them effectively. It is an educational and advisory website that also offers a series of practical tools.

The BCL became the first library in the country and region participating in financial education of the public.
We are not offering to citizens professional services in the field of finance, we are providing education on the basics of financial literacy.

What we are offering is a part of general knowledge of a contemporary man, knowledge necessary to lead a higher quality and more organized life.

Exactly this word - education, i.e. literacy - is of key importance in explaining why a public library is involved in this area.
Knowledge, skills and information are becoming more important to our lives economically, socially and as citizens. Libraries have a central role to play in ensuring everyone has access to the resources, information and knowledge they need for the future.

Equality of access to information and to learning is vital if everyone is to have the opportunity to achieve their full potential. As we move towards a more knowledge-based society driven by digital technologies, the need to ensure access to information for everyone adds a new dimension.
- Social role of the library will be in the following years dominate according to the today's cultural or educational role.
- Public library leaders around the world are facing unprecedented challenges, and this turbulent environment offers a unique opportunity for public library leaders to redefine what it means to be a public library.
- Peter Drucker says “the greatest danger in times of turbulence is not the turbulence; it is to act with yesterday’s logic.”
Public libraries are major knowledge and learning resource centres. They should be the local learning place and champion of the independent learner. The development of their services requires the establishment and maintenance of strong partnerships with other organisations.
There is also a requirement to provide access to and to package effectively a greater variety of good quality, relevant and attractive learning content of local relevance to use within new IST-based learning environments. One important source of this content is material held by libraries, museums and archives at local level.
The use of IST tools for lifelong learning provides new opportunities but also increases the risk of social exclusion and the digital division of society. Public libraries have a key role to play in ensuring that citizens will not be divided into the digitally literate and illiterate by offering access to technology and particularly the Internet, especially for those people who do not have a personal computer at home or at work.
• BCL introduce 2010. new category of free membership for life named 65 plus
• The project was based on research of our marketing department

• 270000 people older than 65 lived in Belgrade

• Only 10% is member of the library

• Waiting list for the course is always full

• Trainers are librarians

• We produce the book

• Our older members now come more often and use online resources for information and correspondence with their friends and family worldwide. BCL will build on its success in reaching underserved patrons and will continue the project in future years...
In April 2010, Belgrade City Library (BCL, Serbia) introduced the project "Club 65+" to reach a maleable group of patrons who were not receiving services. The project was intended for citizens over 65 and included a new category of free permanent membership, followed by free computer literacy courses and a book "IT For Beginners" for each course.

The first course was held in June 2010. Inspired by initial success, Romanian-led courses were introduced in September at the "Dervila Jovanovici" municipal library, one of BCL's branches. We achieved great success as the only public library system in the country to host this type of membership and course offerings.

The program spread to 50% of the BCL network. 3652 new 65+ members joined, and 411 IT course certificates were awarded.

Our new members now come to the library more often and use online resources for information and correspondence with their friends and family worldwide. Belgrade City Library will build on its success in reaching underserved patrons and will continue the project in future years.
Информациона писменост 45+

Курс по “Информационе писмености” води

Марјана Станиславовић, књижничар,

и се одржава у нашем централном

картику.

Интернет-новиник, Радио ЕМЈ

У издавачкој библиотеци ће се одржавати два курса информационе писмености за пензионере 65+. Курс по “Информационе писмености” води Марјана Станиславовић, књижничар, и се одржава у нашем централном картику.

Интернет-новиник, Радио ЕМЈ

У издавачкој библиотеци ће се одржавати два курса информационе писмености за пензионере 65+. Курс по “Информационе писмености” води Марјана Станиславовић, књижничар, и се одржава у нашем централном картику.
As new technologies develop at an ever more rapid pace, it is likely initial support in their use will still be needed and that librarians will continue to play a key role in IST training for citizens. The services in public libraires has to be innovative and inspirative. Key partners in this changing role has to be LLP organisation at local and national level.
Presentation of Belgrade City library ICT project on international level
Innovation

• What is innovation, and what is innovative in today’s libraries. What do you have to know to become an innovator?

How to create atmosphere, working conditions and managerial style to introduce innovation from all over the world.
Libraries

• Libraries stand not only for information but also for inspiration. They form a Europe-wide, in fact global, network, providing the potential to inspire directly and to offer support for other cultural partners. Creative industries already benefit from this network, but it could do much more so if major obstacles were abolished.

Leaders

• The project INELI funded by Melinda and bill Gates fondation offered a unique opportunity and educational online program for innovators from libraries from all over the world. There were 2 group with 25 people and now there are some regional programm like Ineli Balkan project just ended.
The acronym Ineli stands for “international network of emerging library leaders” and it is a good example that we have to think about future of libraries without the sense of reaching limits but crossing borders.

Innovation in libraries is a new theme in our professional community and belong to the future, but there will be no future without innovative way of thinking about development of public libraries.
Thank you for the attention!

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