

ECIL 2017

Public libraries at the digital-information literacy crossroads

JASMINA NINKOV

director

BELGRADE CITY LIBRARY

Serbia



Jasmina Ninkov, Belgrade City Library



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 Belgrade City Library - Central building



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 milion 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



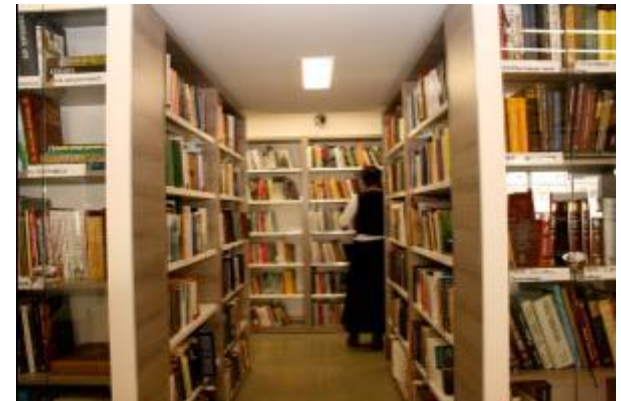


**Municipal library
Petar Kočić - one of
the most beautiful
libraries in the BCL
network**



Buildings' adaptations

- Municipal library “Vuk Karadzic”





The Belgrade City Library Financing



From budget of



the City of Belgrade



Public libraries



- 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.

Who will be the library customers in 2025-2035-2045...



- 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



or



Can a library save people money?



Strengthening Citizens' Financial Literacy Project



The project has been realized since October 2009, in partnership with the USAID / Serbia Economic Growth Activity Project (SEGA Project).





www.novcici.rs



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*

Naučici



Milan
tinejdžer



Tanja
student



Natalija i Petar
mladi zaposleni



Ana i Marko
porodica



Angelina i Todor
penzioneri

Novčići

► Postavite ciljeve

Napravite budžet

Štednja

Potrošnja

Zaduživanje

Investiranje

Financijske institucije

Ulogujte se

Registracija

Aktuelno

Forum

Ko su Novčići

Kontakt



uz podršku



USAID
OD AMERIČKOG NARODA



Milan
tinejdžer



Tanja
student



Natalija i Petar
mladi zaposleni



Ana i Marko
porodica



Angelina i Feder
penzioneri

*Biti cool znači imati
svoju slobodu i svoj novac.
Moram da naučim kako da štedim!*



Za koje stvari želiš da štediš? Koju su tvoji ciljevi?

Novac ti omogućava da postigneš određene stvari u životu. Zbog toga, prvi korak u izradi tvog finansijskog plana jeste da se zapitaš koje su to stvari koje želiš. Postavljanje jasnih ciljeva će ti dati motivaciju da radiš i štediš 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 ti od mnogih činilaca, poput godina i obaveza; ciljevi mogu biti kratkoročni ili dugoročni, a mogu biti i mali ili veliki.

Rok	Primeri
do 3 meseca	karte za koncert, nova jakna
3 - 6 meseci	novi telefon, komponente za kompjuter
6 - 12 meseci	zimovanje ili letovanje sa prijateljima, kupovina motora

Tvoji finansijski ciljevi, novac i rokovi koji su potrebni za njihovo postizanje - određiće koliko ćeš morati da štediš ili investiraš da bi ih ostvario. Takođe, uputiće te na najprikladnije načine štednje ili investiranja - i naravno, verovatno ćeš morati da balansiraš između nekih od dugoročnih ciljeva, kao što je letovanje i kratkoročnih ciljeva, kao što je kupovina nove odeće.

početna

Pretraga

Pošalji prijatelju Štampoj

Alati

Postavi ciljeve

Kalkulator štednje

Kalkulator kredita

Kreditne kartice

Kalkulator penzijske
štednje

Biblioteka

Proizvodi

Svakodnevni novac

Zaduživanje

Štednja i investiranje

Investiranje

Osiguranje

*Pravilo broj jedan: nikad
ne gubi novac. Pravilo
broj dva: nikada ne
zaboravi pravilo broj 1 "*

Voran Bufet

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Financial literacy

Belgrade
City Library
Serbia
www.bglb.rs

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 this 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 1000 students (20 students per workshop, on average).



Website

The website 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.

LIBRARY SAVE YOUR MONEY!
Financial Literacy Workshops for the Public

The Belgrade City Library (BCL) in cooperation with the USAID/Serbia Economic Growth Activity Project (SEGA) is implementing the Project for Strengthening Citizens' Financial Literacy. The project consists of two segments: training for librarians to hold financial literacy workshops and development and maintenance of a website for financial education of the public. The main project goal is to improve financial literacy of Serbian citizens.

Key word - EDUCATION



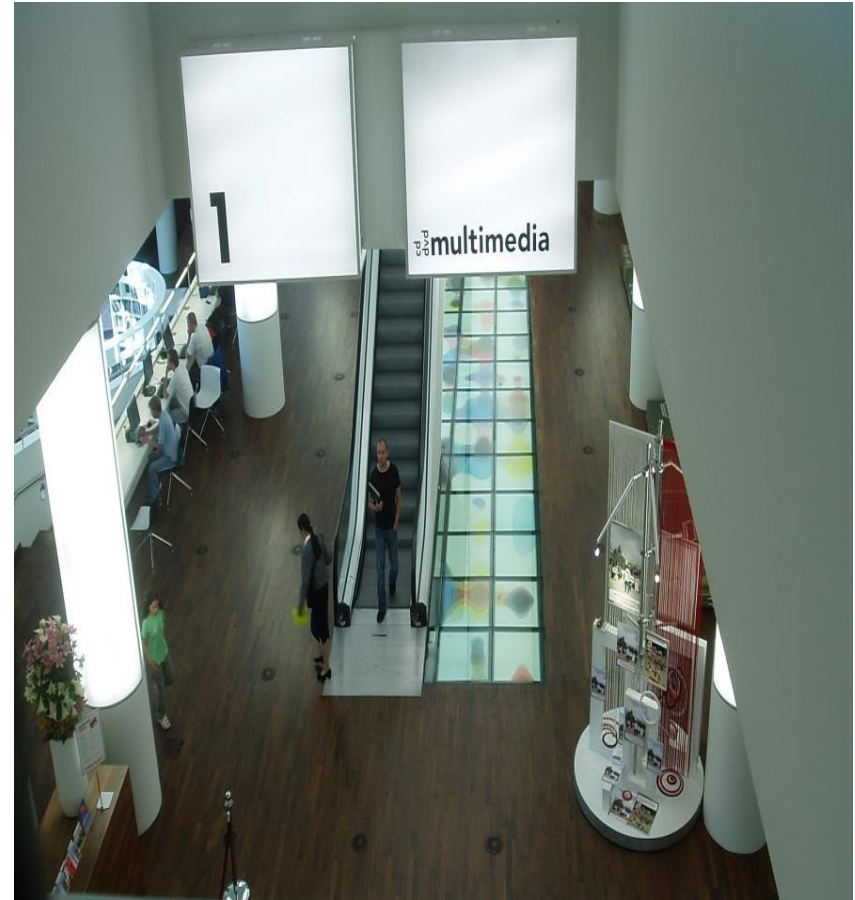
We are not offering to citizens professional services in the field of finance, we are providing education on the basics of financial literacy.

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.

Life long learning

- 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.



What is libraries stands for



- 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

- 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.



Public libraries at the digital crossroads



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- 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.



Users and new skills

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.



IT

In April 2010, **Belgrade City Library BCL Serbia** introduced the project „65+“ to reach a notable 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: practicum for 65+“ for each trainee.

The first course was held in June 2010. Inspired by initial success, librarian-held courses were launched in September at „Đorđe Jovanović“ municipal library, one of BCL's branches. We achieved great success as the only public library system in the country to have this type of membership and course offerings.

The program spread to 50% of the BCL network, 3662 new 65+ members joined, and 611 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...



Jasmina Minic
Miro Marković
Vesna Vuković

- 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...

65 +

Pretraga

_TOPICS Sve teme

29. Septembar 2011








Добро дошли

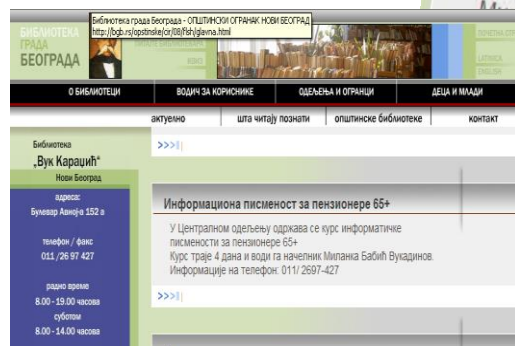


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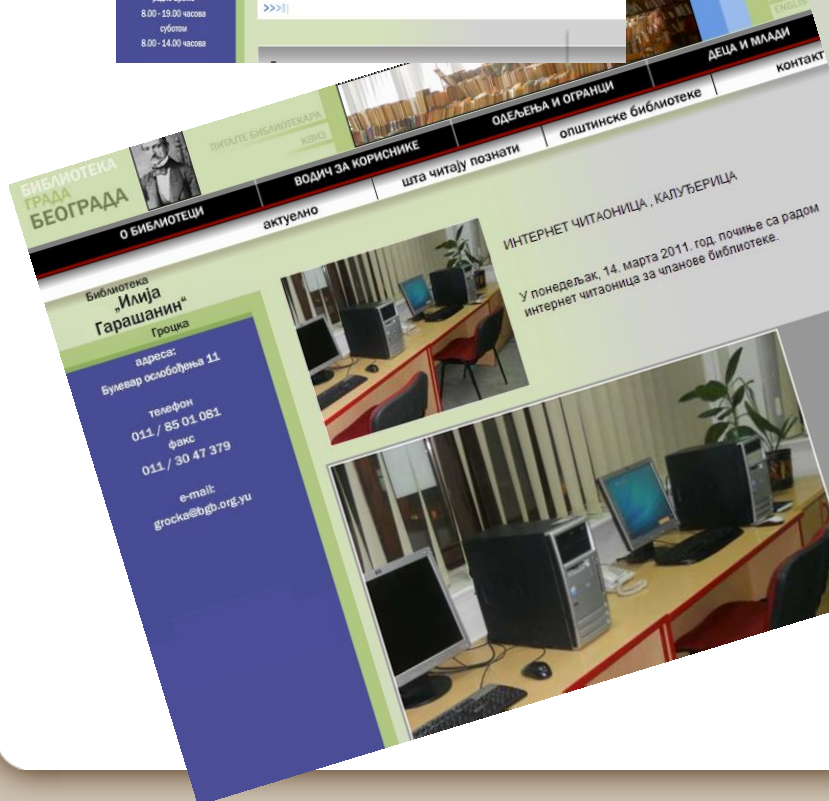
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ИНФОРМАЦИОНА ПИСМЕНОСТ И 65+

Курс из "Информационе писмености" води Милана Станисављевић, књижничар. Курс се одржава у нашем централном одељењу.



ICT certificate

- 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 libraries 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 on line 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 sence of reaching limits but crossing borders.
- Innovation in libraries is a new thema in our profesional comunity 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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