

# Libraries back at the heart of society

**IFLA METLIB  
Zurich MAY 2015**

Ton van Vlimmeren  
Public Library of Utrecht

**de Bibliotheek**



# The Netherlands in Europe



# Utrecht in the Netherlands



- Center of the country
- 4th city
- 335.000 habitants
- Founded by Romans
- Education and culture
- EU economic top region



# Utrecht



# Central Library



# A new one: Former Central Postoffice



# Monumental reading room



# **Vision and mission: What we want to be**

## **Freedom, Prosperity and the Development**

society and individuals are fundamental human values. They will only be attained through the ability of well-informed citizens to exercise their democratic rights and to play an active role in society.

Constructive participation and the development of democracy depend on satisfactory education as well as on free and unlimited access to knowledge, thought, culture and information.

The public library, the local gateway to knowledge, provides a basic condition for lifelong learning, independent decision-making and cultural development of the individual and social groups.



# Last year: Put your money where your mouth is

## Discuss 1 minute:

Where is your budget?/ The library's budget?

### Books

- Cost of selecting, cataloguing, housing, circulating books?
- Cost of Staff dedicated to these book processes?
- Cost of IT dedicated to these processes?
- Cost of housing for these processes?      Total =..%

### Other

- Educational programs?
- Cultural programs?
- Maker spaces?
- Other?

Total =..%



# Values contributed

kern	wereldgids 2.0	inclusie	huis van beschaving	kennis maken	stedelijke cultuur	burgerschap
emotie	hulp in de wereld	welkom	dierbare traditie	nieuwsgerigheid	levendig	zelfbewustzijn
functie	wegwijzer	verbinden	civiele ankerplaats	samen onderzoeken	stad van kennis en cultuur	participatie
streven	toerusting	adhesie	kwaliteit van leven	synergetische creativiteit	pluriforme habitat	associatief burger
tags: bibliotheek, emancipate, digitalisering, visie, serendipiteit, random, Utrecht, burgerschap, stedelijk, bridging, navigatie, gemeente, beleid, cultuur, elite, knowledge creation, verbeelding, third place						



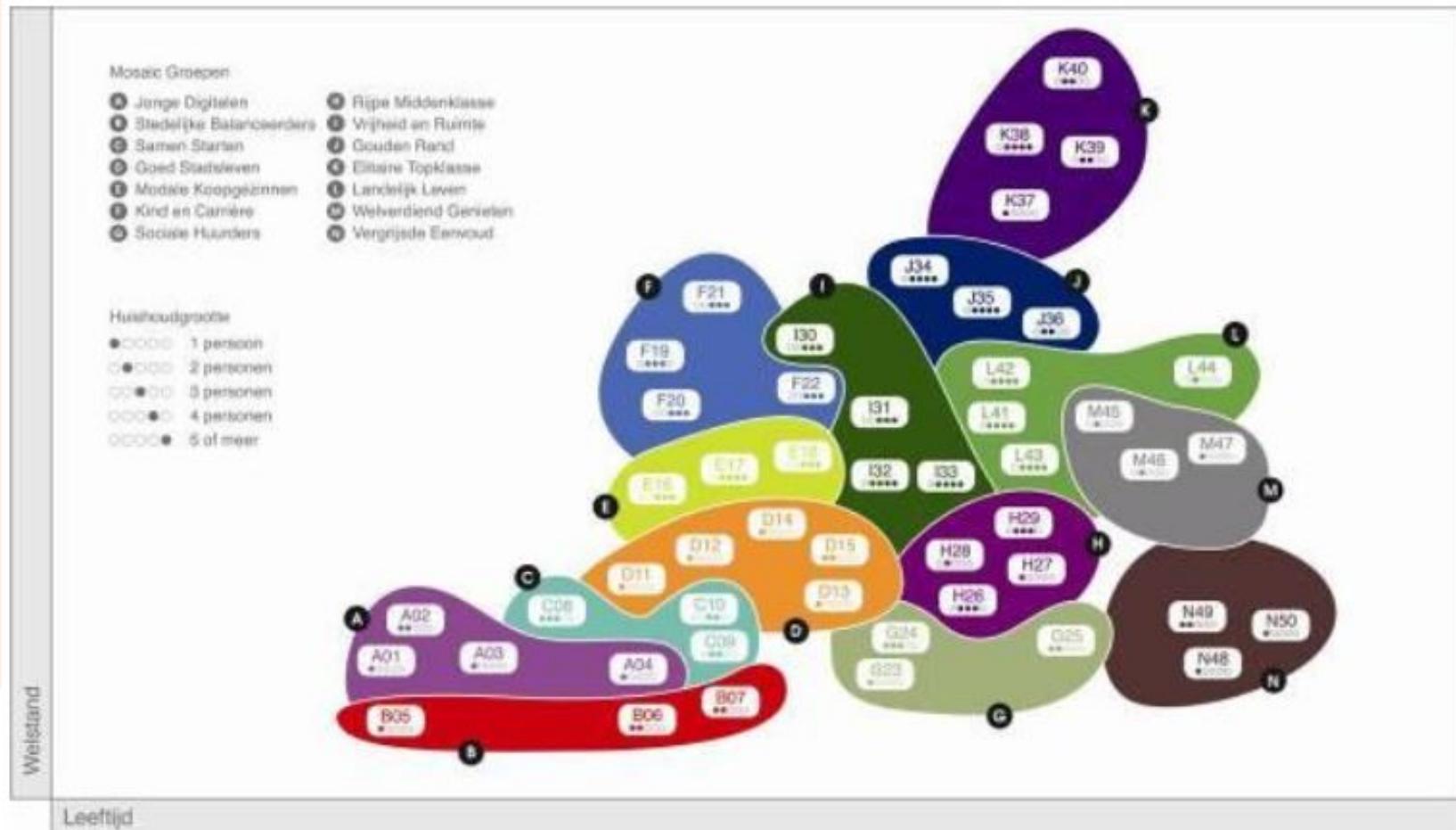
# **Values contributed**

- **guide to the world**
- **(social) inclusion**
- **house of civilization**
- **knowledge creation**
- **pluriform habitat**
- **citizenship**

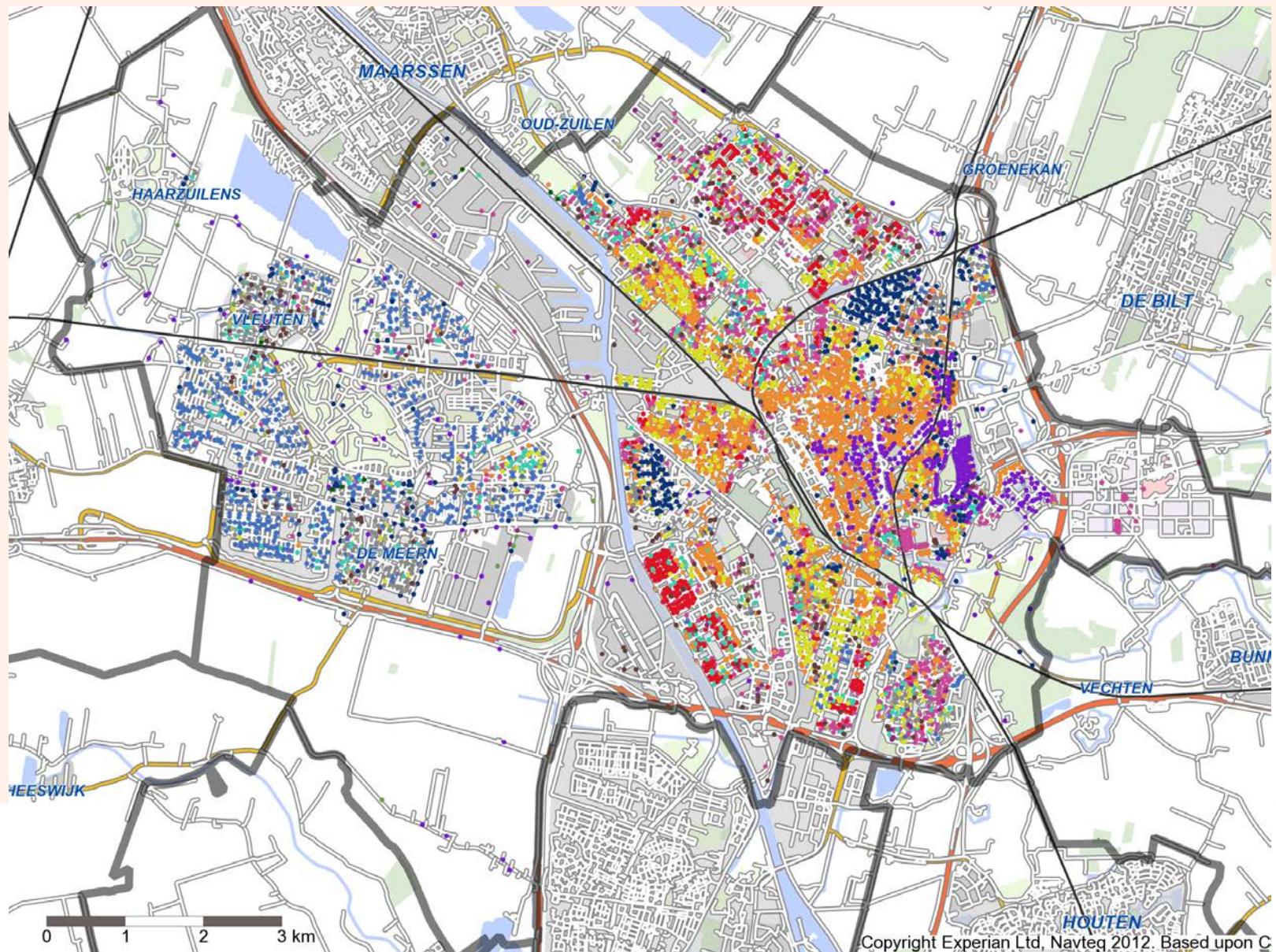


# Inhabitants and targetgroups

## Mosaic Schema



# Targetgroups served by neighbourhood



# Two streams of services

## **Order of the council on behalf of the city**

- ordered and payed by the council
- Special focus on less privileged groups
- Free of charge, service on offer

## **Market driven services**

- Paying for services
- Responding to needs and willingness to pay
- Businesscases

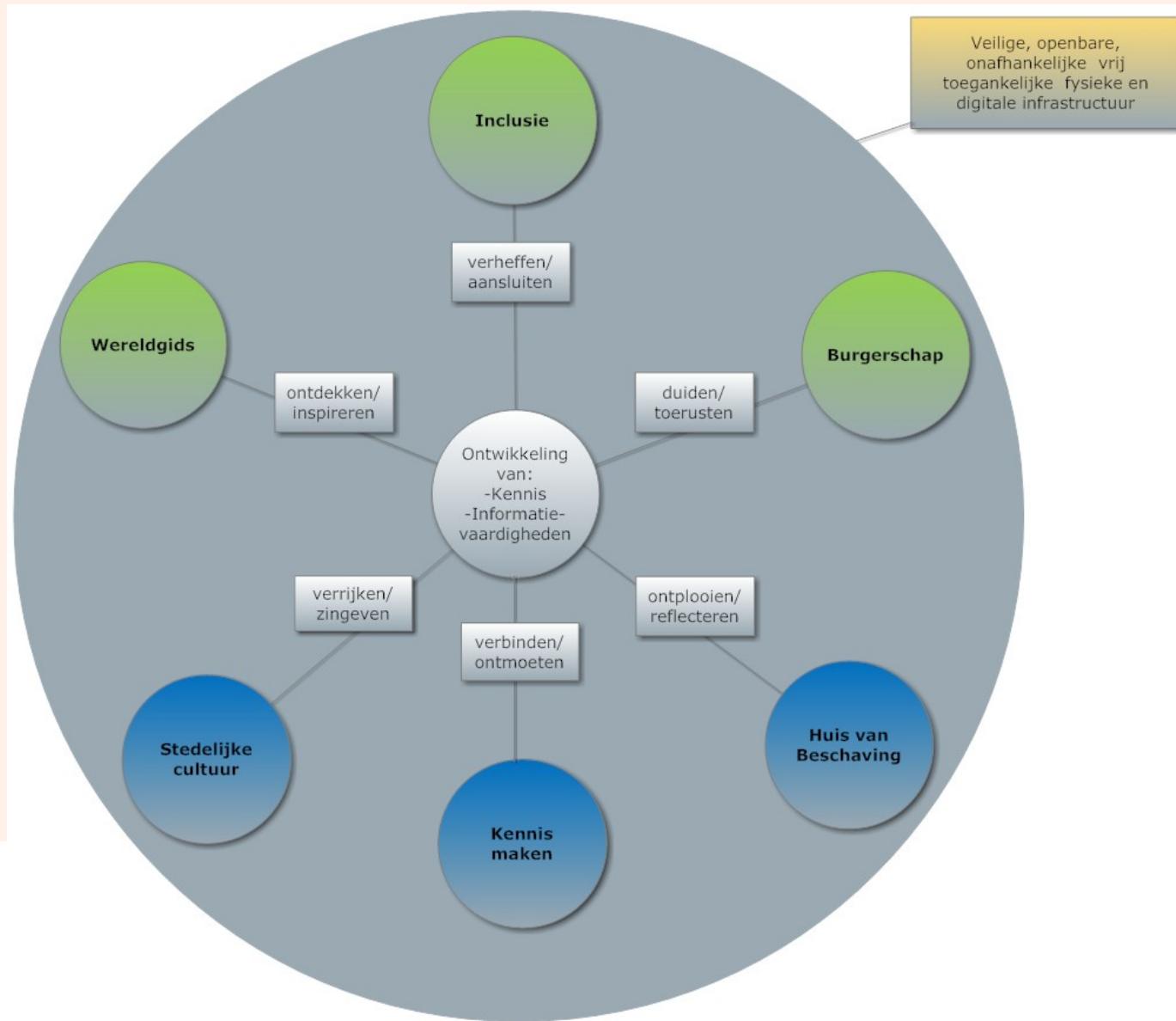


# Segmentation and target group selection based on Mosaic

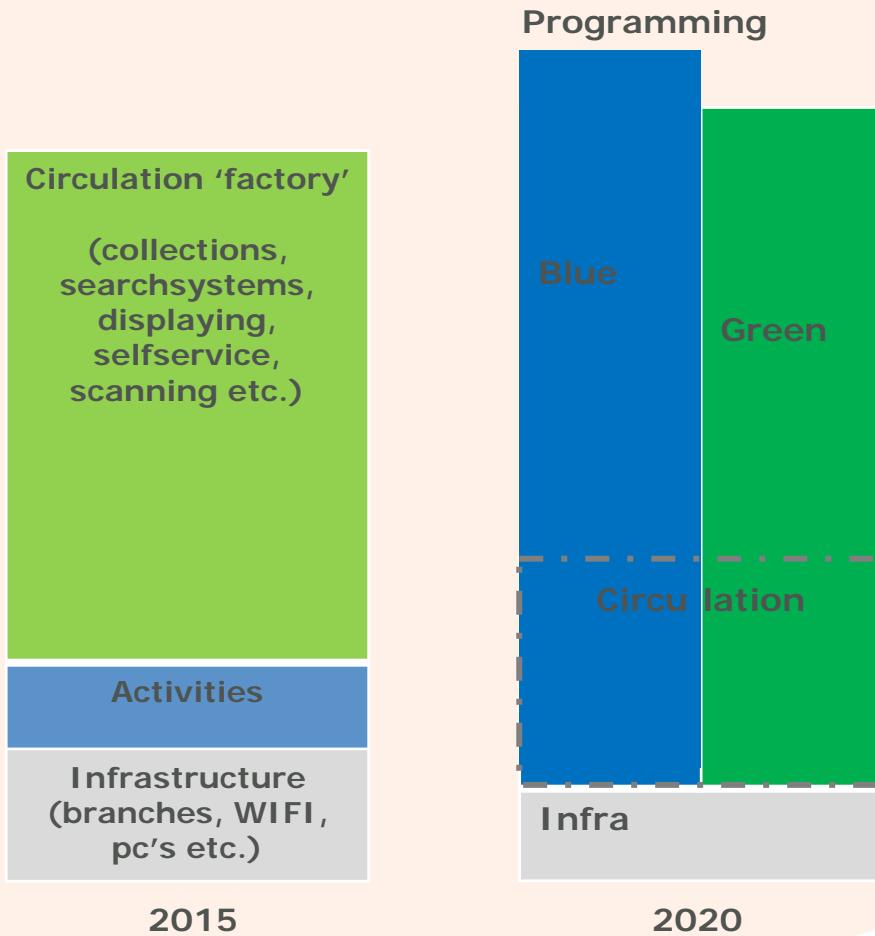
Order of the council on behalf of the city	Market driven services
<ul style="list-style-type: none"><li>- young with limited (digital) skills</li><li>- immigrant, refugee, unemployed, homeless</li><li>- young poor families</li><li>- social housing</li><li>- grey and poor</li></ul>	<ul style="list-style-type: none"><li>- good urban life</li><li>- modern house owners</li><li>- child and career</li><li>- elitarian topclass</li><li>- fortunate retired</li></ul>



# Our core, profession and results



# The change



# Product-marketcombinations

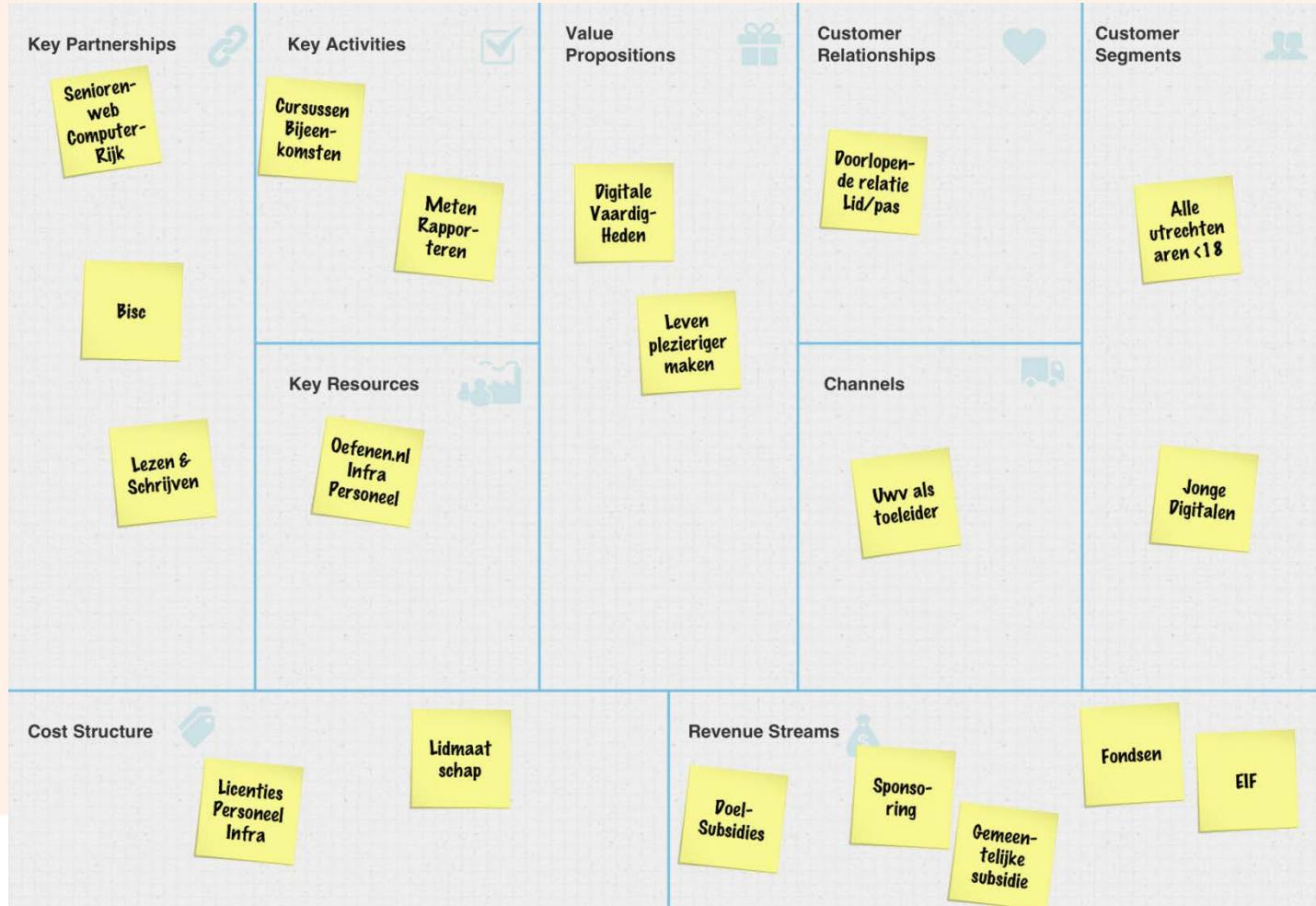
[Back to 10 functions](#)

Doelgroepen in werkgebied	huish. in %	0 - 4	4 - 12	12 - 18	18 - 25	25 - 35	35 - 55	55 - 70	70+
		Leesbevordering Digitale vaardigh Taalontwikkeling Leesbevordering	Leesbevordering Digitale vaardigheden Leerbevordering Wereld wijsheid	Leesbevordering Wereldwijsheid Leerbevordering Wereld wijsheid	Digitale vaardigh Wereldwijsheid Laaggeletterdheid Digitale vaardigh	Wereldwijsheid Laageletterdheid Kennis maken Digitale vaardigh	Wereldwijsheid Laageletterdheid Kennis maken Digitale vaardigh	Wereldwijsheid Laageletterdheid Kennis maken Digitale vaardigh	Wereldwijsheid Informatie duiding Laaggeletterdheid Sociaal netwerk
Jonge Digitalen	14,8	XXXXXXXXXXXXXX	XXXXXXXXXXXXXX	XXXXXXXXXXXXXX			XXXXXXXXXXXXXX	XXXXXXXXXXXXXX	XXXXXXXXXXXXXX
Stedel. Balanc.	6,3							XXXXXXXXXXXXXX	XXXXXXXXXXXXXX
Samen Starten	6,3							XXXXXXXXXXXXXX	XXXXXXXXXXXXXX
Soc Huurders	4,4	XXXXXXXXXXXXXX	XXXXXXXXXXXXXX			XXXXXXXXXXXXXX			XXXXXXXXXXXXXX
Vergr Eenvoud	3,2	XXXXXXXXXXXXXX	XXXXXXXXXXXXXX	XXXXXXXXXXXXXX	XXXXXXXXXXXXXX	XXXXXXXXXXXXXX	XXXXXXXXXXXXXX		

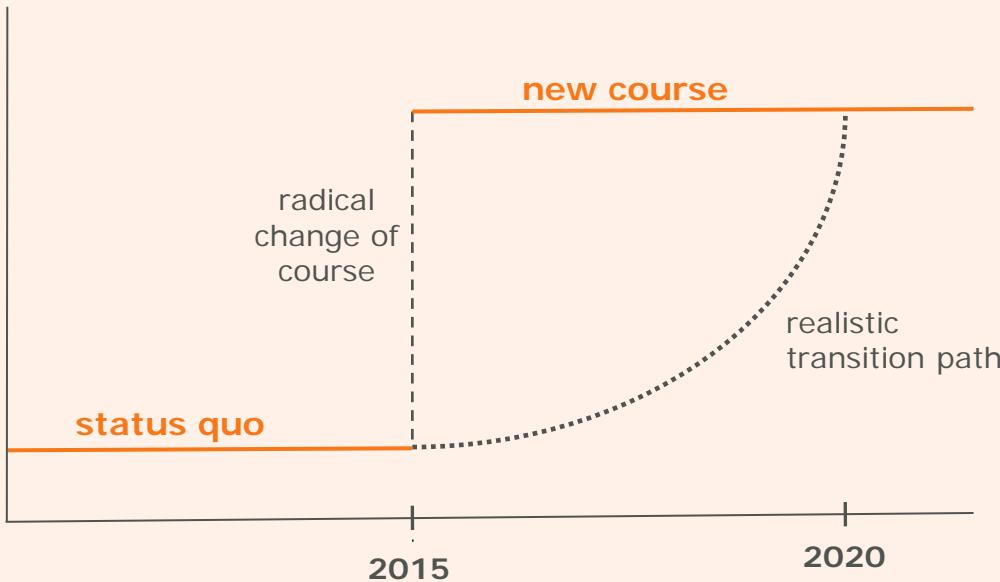


# Translation to business models

Per function, canvas model



# Changemode: radical change of course and organic transition



# Libraries help people to 'read' the world

## Skills:

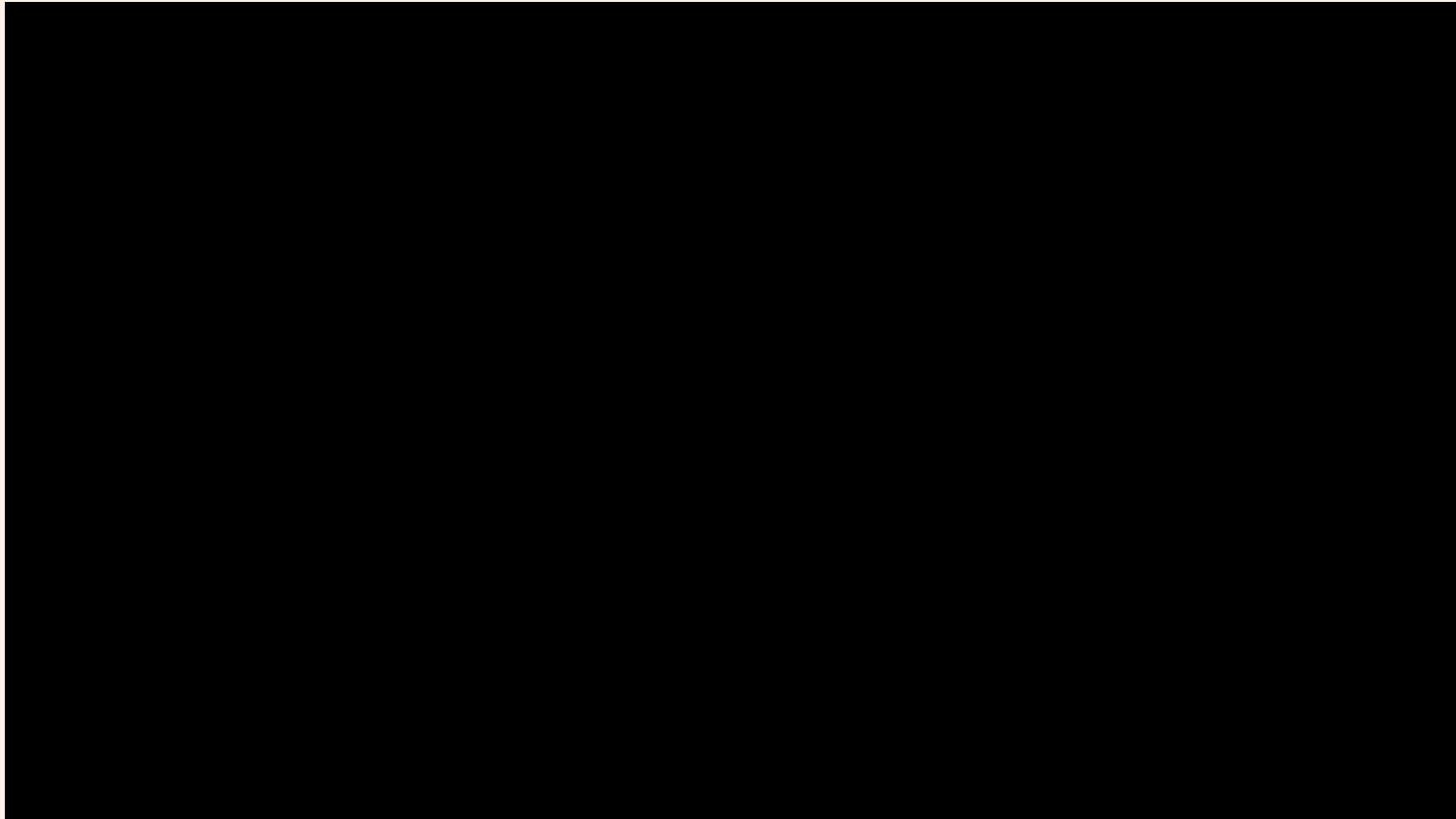
- Reading
- Writing
- Digital skills
- Cooperation
- Discuss opinions
- Budget

## Information:

- Health
- Care
- Jobs
- Life long learning and careers
- Finance



# Library 2020



<https://www.youtube.com/watch?v=OgkUZylvsP0#action=share>



# Is there anything new?

## No there is not:

- it is back to basics

## Yes there is:

- Interactive
- Co-creation
- Partnerships
- Makerspaces
- Multi media: Moocs, You Tube, documentaries, (serious) games, movies, presentations, lectures, exhibitions
- Meeting, debate, inclusive, community, events



# Thank you

t.van.vlimmeren@bibliotheekutrecht.nl

de Bibliotheek

