

"New challenges, new thinking: the practice of libraries in Finland"

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Helsinki City Library



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HELSINGFORS STADSBIBLIOTEK
HELSINKI CITY LIBRARY

IFLA Trend Report

The IFLA Trend Report will provide detailed options for libraries across the world to position themselves internationally within this environment, and advise them of the projected social, cultural, economic and legal consequences of these options.

The report will offer a useful resource for librarians, policy makers and the public to help all stakeholders better understand the role of libraries in a digital age.

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IFLA Trend Report

The IFLA Trend Report will be launched at the [World Library and Information Congress in Singapore](#) in August 2013

<http://trends.ifla.org>



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Finland

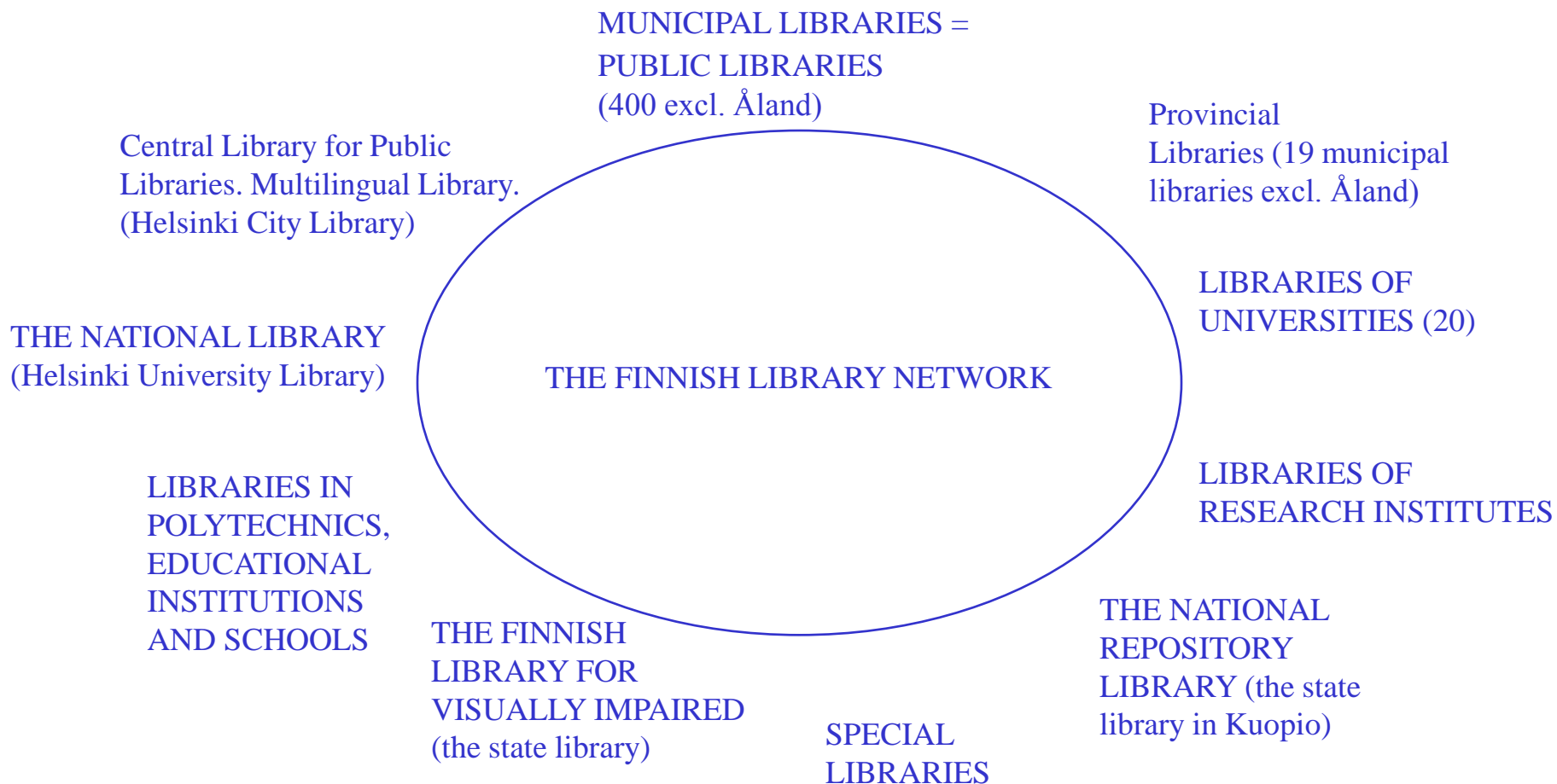
- *About 80% of Finns are regular library users. On average, a Finn visits a library 10 times a year and takes out 18 books, discs or magazines. The library websites register over 57 million visits a year. In the 2010 national library customer survey, over 70% of the 13,000 respondents said libraries had improved their quality of life somewhat or considerably*



Public Libraries in Finland 2012

Inhabitants	5 372 913
Library users	2 070 898
Area	333 145 km ²
Municipalities	320
Main libraries	304
Branches	483
Bookmobiles	151
Lending	94 829 043
Total lending / inhabitant	17,67
Physical visits	52 829 043
Virtual visits	56 733 216
Total person years	4 752
Exenditures for public libraries	316 011 878 €
Expenditure / inhabitant	58,82 €

THE FINNISH LIBRARY NETWORK



Library Act

2 §

The objective of the library and information services provided by public libraries is to promote equal opportunities among citizens for personal cultivation, for literary and cultural pursuits, for continuous development of knowledge, personal skills and civic skills, for internationalisation, and for lifelong learning.

Library activities also aim at promoting the development of virtual and interactive network services and their educational and cultural contents.



Co-operation

- Municipalities are merging
 - Municipal libraries are merging
- To buy services
- book mobile
- library management



Finnish Public Libraries Statistics Database

- <http://tilastot.kirjastot.fi/>



Helsinki City Library

- The home library for Helsinki residents
- Part of the HelMet Library (Helsinki Metropolitan Area Library)
- The National Central Library for Public Libraries
- 2 million publications
- A staff of 480 people



Vision 2017



The library is a place full of new ideas. By sharing information, knowledge and stories, we are creating a new civil society together.





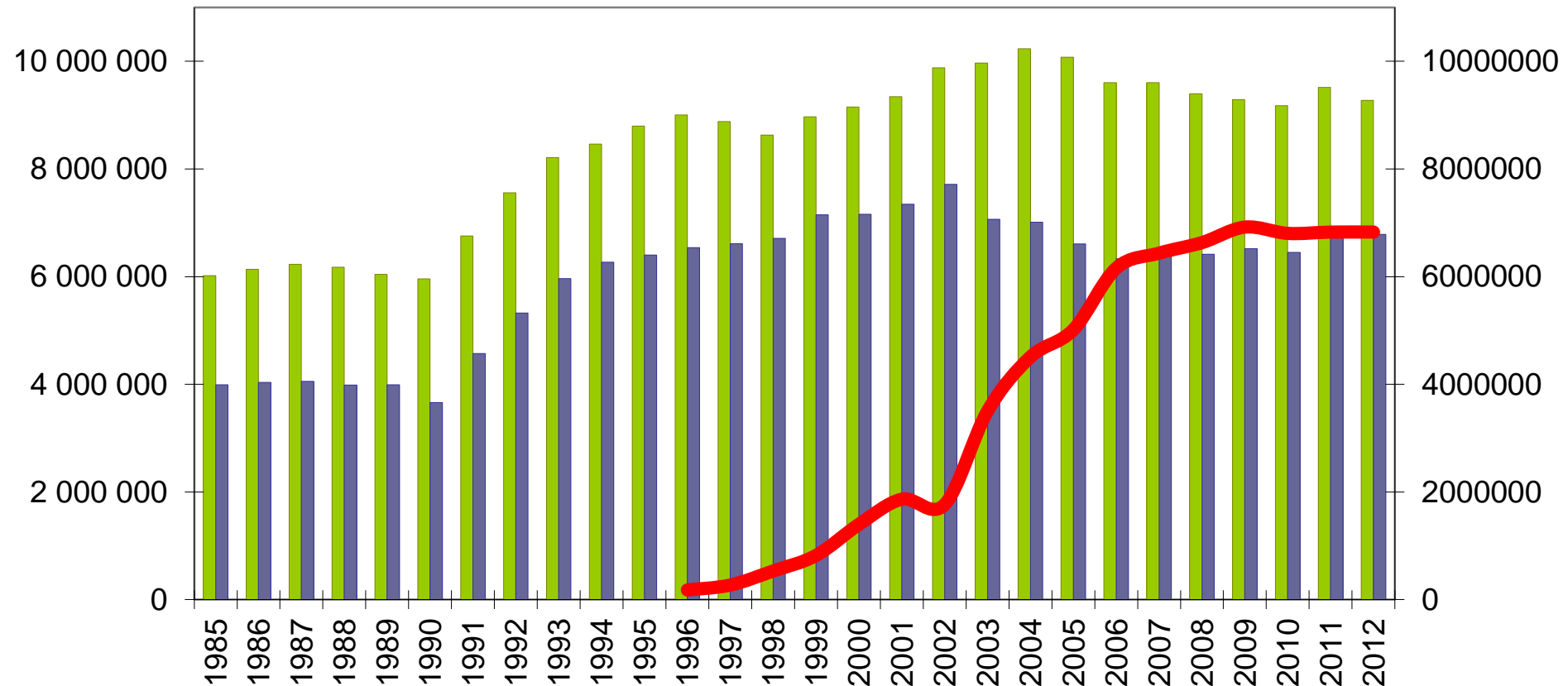
Helsinki City Library 2012

Inhabitants	595 212
Libraries	36
Book mobiles	2
Lending	9 513 518
Loans/inhabitant	16,0
Visits	6 782 400
Virtual visits	6 826 751
Collection	1 879 947
Employees in all	509
Costs, € gross expenditure	38 624 724
Income	2 552 277
Costs, €/loan	4.07



Helsinki City Library Loans, Visits and Web Visits

Loans Visits Web Visits





From book storage to public space

Library 10 in Post Office building



- Opened April 1, 2005
- Open 80 h/wk
- Customers 2 000/day
- Collection 60 000
- Recorded works 40 000
- Workstations 20
- Public space 800 m²

Meetingpoint in the Lasipalatsi Film and Media Centre



- Guidance for electronic services and communication
- Co-operative with public and private sectors
- Urban Office working facilities
- Laptop services for seniors



Library 10 before



Library 10 now



- Materials that seldom (one year) circulated were removed
- CDs: jewel boxes were replaced with plastic sleeves
- New lower shelves were installed

Visible entrance



Opening hours:
Mon-Thu 8-22
Fri 8-20
Sat-Sun 12-18

Visible staff



Visible customers



Customers



klassinen klassisk musik

viikko-uhut

klassinen

KLASSINEN

4 4

- Visitors per month app. 50 000
- Ages 15-30 60 %
- Percentage of customers that are male 50 %

LIBRARY KIRJASTO BIBLIOTEKET



Comfortable furnishings



Flexible furnishing



Work how you want, furnish as you need



Urban Office for urban wanderers



Small business owners, freelancers, associations, participants of meetings, and employees of various businesses who are running errands in the centre between meetings.

Urban Office for urban wanderers



Small business owners, freelancers, associations, participants of meetings, and employees of various businesses who are running errands in the centre between meetings.

Mobile soundproof walls



American Library Association's Presidential Citation for
Innovative International Library Projects 2012

“Secretary” of the citizens



Old and new office supplies:

- Hole puncher
- Stapler
- Tape

- Pens
- Adapters
- Cables
- Screens
- Memory card readers
- DVD, CD-RW, USB drives

Library trolley



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8



The Library Bringing innovations into the library



Customers can use the library to try out, comment on and borrow innovations that are still under development, thus participating in developing them.

Collection on demand



Digital newspapers and current paperbacks

Paperback books - Throw-away mentality

- Fiction and non-fiction
- In Finnish and English
- Load period 28 days
- Non-renewable, non-requestable

16.10.2013

- Short shelf life expectancy
- Read until they fall apart
- Not kept in alphabetical order



From media user to media creator



A place for creating, displaying and publishing culture



Customers can come to the library to play, record and edit their own music, spoken word and videos.

From being a viewer to performer



- Customers participate in organizing exhibitions, events, and concerts
- 80 % of all events organize by customers

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From analog to digital



Digitize LP records and c-cassettes as mp3's and VHS videos to DVD's

From reading room to working room



With moveable chairs and tables customers can furnish the library as a personal working room.

From book storage to public space



'Helsinki of my Dreams' prize by Radio Helsinki and Finland's largest national newspaper, Helsingin Sanomat 2007

Quality Innovation of the Year Award in the public sector by the Excellence Finland organisation 2008

Library as a media studio



Library as a venue



Library as a chill-out place





From sitting and waiting to walking and talking

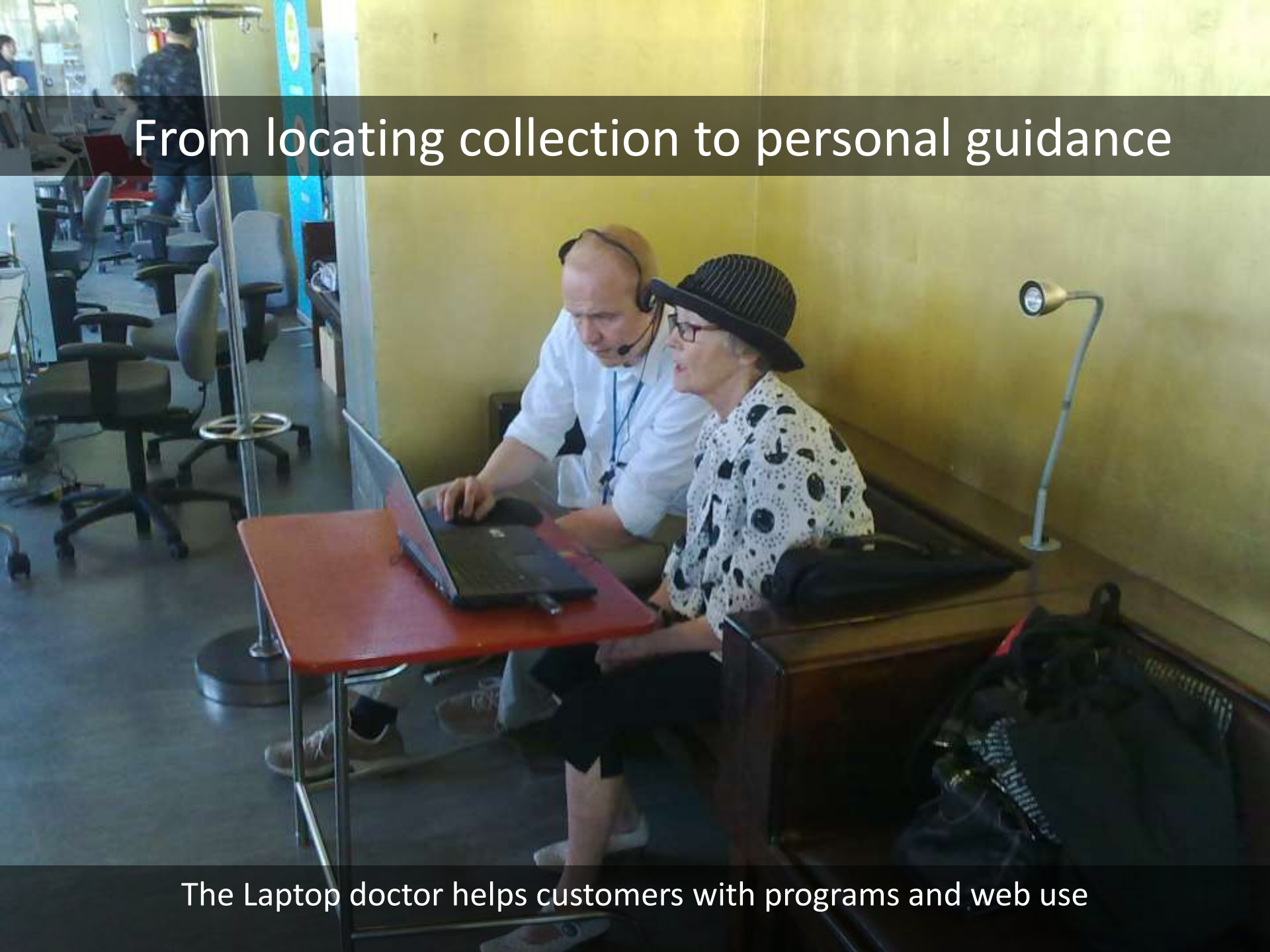
During rush hours librarians walk around doing "nothing" other than be available

Side by side guiding



Making a Library Card

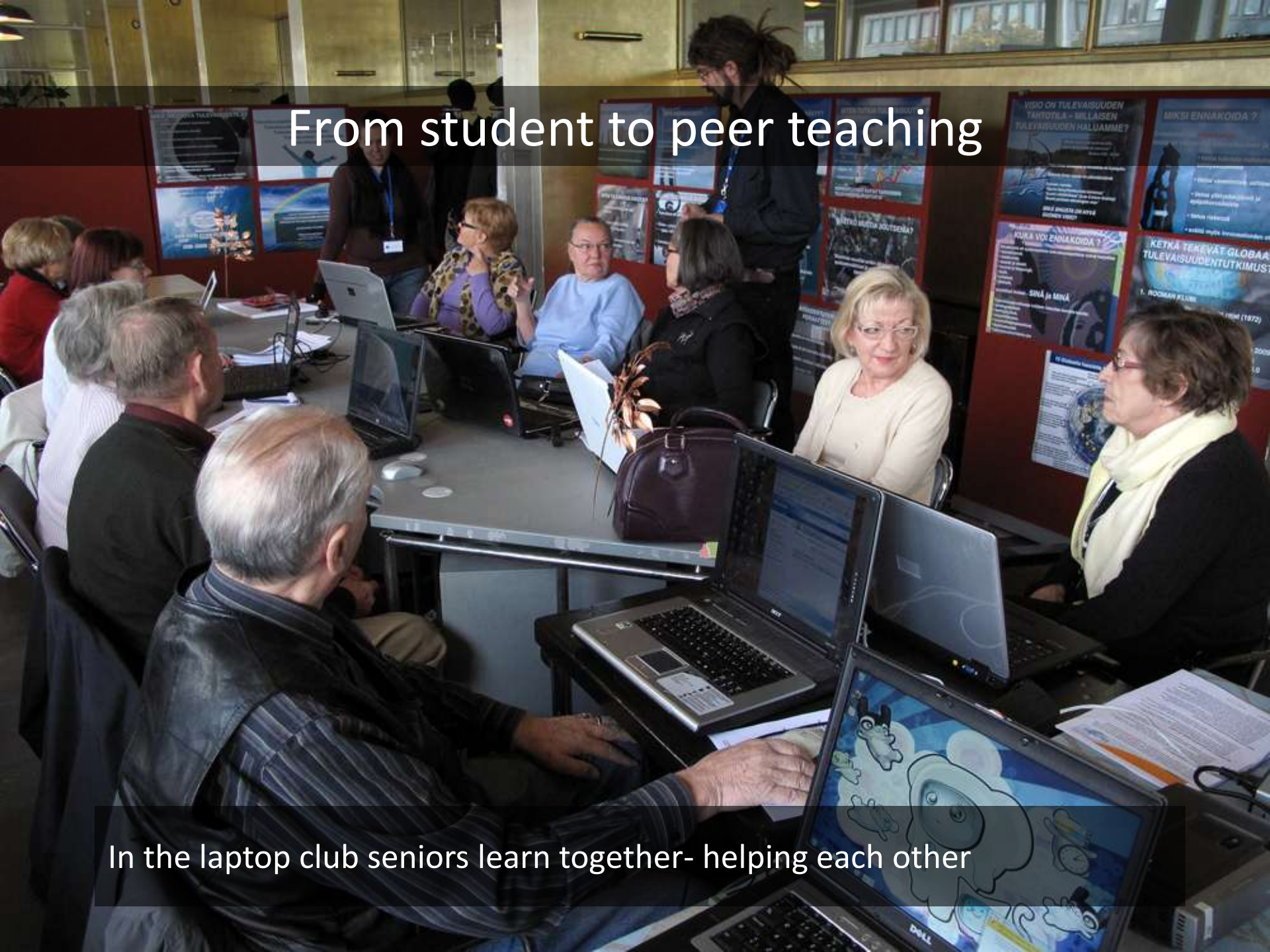
From locating collection to personal guidance



The Laptop doctor helps customers with programs and web use

From student to peer teaching

In the laptop club seniors learn together- helping each other



From Librarian to Personal Trainer

Personal Music Trainer

The Personal Music Trainer offers professional tips and listening suggestions to introduce you to different musical styles and genres. Your area of interest will be briefly surveyed and then a personalized program will be drawn up by a Personal Music Trainer.



Old service in a new package



**PALVELUKSESSANNE:
HENKILÖKOHTAINEN
MUSIIKKIVALMENTAJA!**

ANTAISITKO RUOTSALAISELLE
PROGELLE SITTEENKIN
TOISEN MAHDOLLISUUDEN?

TUNNETKO JAZZIN TYYLILAJIT?

HALUATKO TEHDÄ VAIKUTUKSEN
OOPPERAMUSIIKKITIEÄMÄKSELLÄSI?



HENKILÖKOHTAINEN
MUSIIKKIVALMENTAJA
ON PALVELU SINULLE,
JOKA HALUAT
AMMATILAISENOHJAUSTA
KUUNTELUVALINNOISSA,
UUTEEN MUSIIKINLAJIIN
TUTUSTUMISESSA, TAI
HALUAT PEREHTYÄ
SYVEMMIN MUSIIKIN
MONIPUOLISEEN MAAILMAAN.



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Personal Training session

Discussing and
enjoying the
selected material in
the library listening
room.



(individual) lending, reading, collecting



(community) working, doing, enterprising

(individual) lending, reading, collecting



(community) working, doing, enterprising

Transfer of the ownership



Central Library 2017



- 10 000 m² for tomorrow's library
- 5,000 visitors a day
- 1,5 million visitors a year
- Architecture competition under way
- 534 competition entries
- Six competition entries for further consideration
- The winning entry is awarded 2013

“The new central library”



149 Käännös



149 Käännös



Activities



Building the Central Library openly together

Citizens are invited to participate in the planning

The aim is to collect people's ideas and dreams

- Open happenings (WDC Pavillion, street art happening, Knit'n tag, Wärik:fest)
- Workshops for smaller groups (young people, children with families, educators)
- Unel-moi, outdoor advertising campaign
- Virtual Tree of dreams on our website (800 dreams)
- Online brainstorming, 1600 dreams more
- Participatory budgeting, 100 000 euros were delivered by the citizens to pilot projects to be started 2013



Tapanila Library





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