

# **Cooperation as an answer to digital challenges in Finnish libraries**

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Eija Räisänen  
Head of department  
Forssa Town Library

# Forssa in a nutshell

- Founded in 1923, a chartered town in 1964
- Total area of 254,7 km<sup>2</sup>, of which 5 km<sup>2</sup> lakes
- Population (12/2013) 17 678
- Municipal budget 120 M €
- Municipal tax rate (2014) 20,00 %
- the economical, commercial and cultural centre of the region (South-Western Häme, total population 36 000)
- Main businesses are in the fields of food manufacturing, electronics, environmental and information technology



# Forssa Town Library

- Library services since 1866 -

**Municipal service** according to Library Act. State funding about 30 % of expenditures.

## Opening hours

2 799 hours

Main Library: mon-thu 11-19, fri 11-17, sat 10-14

Library Bus: 51 stops (schools included)

**Premises** 2 140 m<sup>2</sup>

**Customers** 7 539 (43 % of inhab.)

**Visits** 137 275 in library premises  
80 643 in library websites

**Collections** 146 070 units

**Periodicals** 32 Newspapers, 317 Magazines

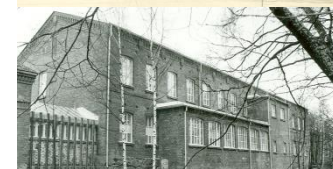
**Personnel** 14 (+1 in office)

Expenditure 589 745 €  
per inhabitant 35 €

**Acquisitions** 5 653

Expenditure 121 817 €

**Lending** 295 342 / 17 per inhab.

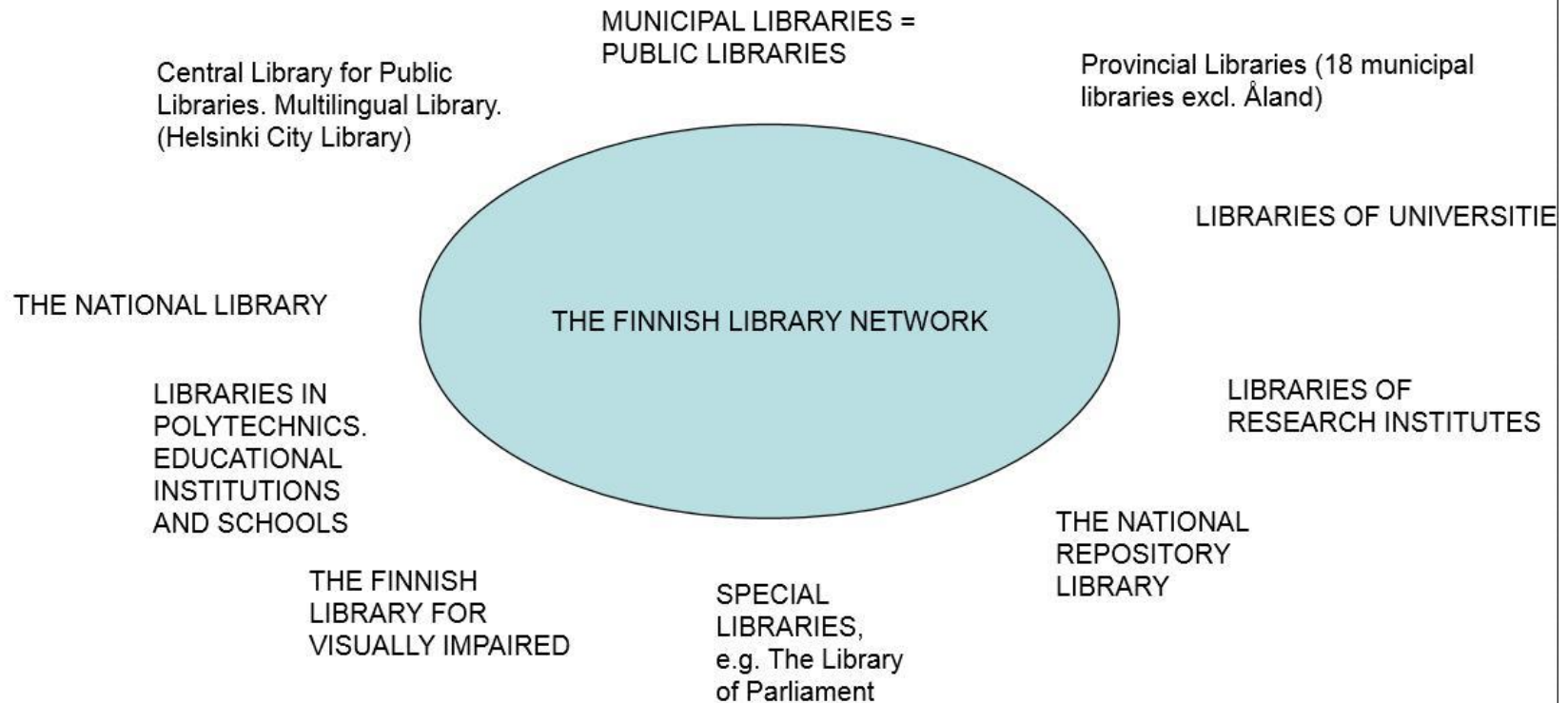


[www.forssa.fi/kirjasto](http://www.forssa.fi/kirjasto)

[www.lounakirjailijat.net](http://www.lounakirjailijat.net)

<http://tilastot.kirjastot.fi>

# The Finnish library network



Source: Ministry of Education and Culture, 2014

# National cooperation

- Ministry of Education and Culture:
  - legislation (Library Act, Library Degree)
  - subsidies, grants for projects
- The National Library of Finland (independent institute at the University of Helsinki)
  - coordinates cataloguing
  - purchasing e-materials (FinElib)
- Council of Public Libraries:
  - national representative body for public libraries
- Helsinki City Library – Central Library of Public Libraries
  - organizes Council's activities
  - interlibrary lending (free of charge), multilingual library
  - maintenance of libraries.fi –web page
  - piloting national projects

# Regional cooperation

- provincial libraries (18):
  - interlibrary lending (free of charge)
  - supporting municipal libraries: purchasing e-materials, organizing further education for library staff etc.
- regional cooperation networks (sometimes provincial size) – Forssa belongs to Louna-libraries (= 5 municipalities):
  - common library management system + OPAC
  - material acquisition
  - common rules and fees
  - transportation of library materials in the area
  - common events and marketing
  - common projects
- (even some regional libraries in Finland: common administration, budget and staff)



# Municipal public libraries

- library in every Finnish municipality (320 municipalities), branch libraries and bookmobiles
- the use of collections and borrowing are free of charge, the interlibrary loans given by the central public library and provincial libraries are also free
- traditionally the Finns have been avid library users, in 2013:
  - the total annual lending over 17 per capita
  - the annual number of library visits 10 per capita
  - the annual number of visits to the internet services of the libraries more than 10 per capita

# Trends in library use

- people, also children and adolescents (especially boys) read less:
  - library and school cooperation:
    - book talks (now with adults too)
    - Reading diplomas
    - national Lukuinto-project, schools and libraries working together
  - personal reading advisor (1 hour)
- library has more social functions:
  - promotes equality and diversity through encounters
  - free space, anyone can come and spend time there
  - plenty of events going on nowadays



# E-materials: publishing

- open access publishing common with public authorities and universities (most of the dissertations available)
- only 25 % of commercially published books available in electronic versions (VAT 24 %, printed books 10 %)
- the National Library has no plans to digitize all Finnish printed materials like in Norway (bokhylla.no –service)
- National Digital Library (+ Finna-search [www.finna.fi](http://www.finna.fi))
  - culturally and historically valuable collections only
  - newspapers, periodicals and historical everyday ephemera
  - old, copyright-free fiction books

# E-materials in library use

- university libraries more active (80 % of materials budget in some universities):
  - foreign materials
  - users are young and educated
- public libraries:
  - demand of domestic material
  - only small part of commercially published material is sold for libraries > libraries must buy what is available, not what they need
  - borrowing e-books with DRM-protection is complicated
  - need of marketing:
    - visibility in library premises
    - library staff should be active users to be able to promote them

## E-material types: newspapers/magazines

- no fulltext-databases of Finnish magazines available
- ePress-database = 130 Finnish newspapers ([www.epress.fi](http://www.epress.fi))
  - couple of months archive
  - easy to use
  - popular among old people too
  - available only in library premises
- Library PressDisplay
  - thousands of foreign newspapers (and magazines)
  - available from home too
- Helsinki City Library is piloting Zinio (magazines like The Economist, National Geographic, Newsweek, Rolling Stone etc.)



# E-material types: books

- recently some progress in supply of e-books, some popular Finnish fiction available already
- some public libraries have not purchased e-books at all, on the other hand HelMet-libraries (=Helsinki metropolitan area) have about 5000 e-books available (services: Ellibs, OverDrive)
- Louna-libraries have about 150 e-books now (service: Ellibs, [www.ellibs.fi](http://www.ellibs.fi))
  - learning of new routines:
    - acquisition and cataloguing different
    - much variation in licence types
  - not much demand and loan statistics are modest
  - need of marketing...

# Other e-material types

- decrease in library loans of music CDs, DVDs and Blu ray –discs, because of commercial competition:
  - Spotify
  - Netflix etc.
- classical music -service Naxos Music Library available in most Finnish libraries, also in Louna-libraries (available from home too)
- Helsinki City Library is piloting Indieflix movie service



# Electronic contents to public libraries –project

- Finnish Council for Public Libraries set this project up 2011
- the aim is to create a national distribution system which gives all residents access to electronic material
- for public libraries the most important types of electronic material include the latest e-books in fiction and non-fiction as well as e-magazines and e-newspapers.
- important achievements for the project:
  1. Public Library Consortium
  2. eLibrary
  3. support of digitizing

# 1. Public Library Consortium

- started in March 2013 (125 municipalities joined already)
- focus on e-material acquisition first:
  - negotiating and managing procurement contracts
  - common platform for e-books
  - educating library staff
    - locally together with provincial libraries
    - recorded training sessions on the internet (Kirjastokaista-service)
  - common marketing campaigns and materials with new materials and e-materials in general

## 2. eLibrary

- <http://ekirjasto.kirjastot.fi>
- common platform for e-books and other e-materials in all libraries
- common logo in all libraries, makes marketing easier
- Ask about eLibrary –service coming (for library staff and clients as well)





# 3. Support of digitizing

- according to a survey about 50 public libraries have digitized collections, or are planning to do so
- project support:
  - information about copyright issues
  - support for using Omeka (free, flexible, and open source web-publishing platform)
  - web page for digitized materials:  
<http://digi.kirjastot.fi>
  - linking digitized materials to eKirjasto and Finna

# Software and equipment

- today some information is only available on the internet - even public services in Finland are sometimes available only on the internet
- not everybody has computers at home (especially elder people), library provides free access
- even more people come to scan, print or copy
- library staff provides guidance if needed:
  - many libraries organize beginners' computer and internet courses
  - in Forssa you can reserve 1 hour personal guidance

# Library management system + OPAC

- one company, Axiell, has almost monopoly in Finnish public libraries:
  - new product: Aurora –library system half-finished
  - Axiell has bought old library systems PallasPro and ATP Origo (Louna-libraries use ATP Origo)
  - with ATP Origo no real maintenance any more, old-fashioned, but reliable system
- modern library systems have more interactivity
- future plans:
  - perhaps provincial system?
  - experiences of open access pilots (Koha )?

# Regional web services

- Louna-libraries:
  - new web pages under construction, from one library web pages to shared web pages
  - Lounakirjailjat-database = information on local authors ([www.lounakirjailijat.net](http://www.lounakirjailijat.net))
- together with provincial library in Hämeenlinna:
  - Häme-Wiki ([www.hamewiki.fi](http://www.hamewiki.fi)):
    - anyone can write article about provincial matters
    - potential maintainers: local associations, schools etc.
  - Virtuaalipolku ([www.virtuaalipolku.fi](http://www.virtuaalipolku.fi))
    - information on places and services on maps
    - utilizes Google base maps



# National web services

Cooperation also here, nationally provided services like <http://kirjastot.fi> (= <http://libraries.fi>) – worth linking to library's own web pages:

- Kysy kirjastonhoitajalta (= Ask librarian)
- eKirjasto (new!)
- Kysy eKirjastosta (= Ask about eLibrary) (new!)
- musiikkikirjastot.fi (information about music)
- Kirjasampo.fi (information about fiction for adults), Sivupiiri.fi (... adolescents), Okariino.fi (... children)
- Frank-search (multi-search from library databases)
- KirjastoPro (information for library professionals)
- Finnish public libraries' project -register
- KirjastoKaista.fi (recorded seminars, training sessions etc.)

# Social media

- Finnish libraries in general are active in social media:
  - blogs
  - Facebook (Forssa)
  - Instagram (Forssa)
  - Twitter etc.
- advantages of using social media:
  - new media for notices and news
  - new way to tell what we do in the library ("social media")
  - interactive channel: feedback, suggestions...
  - crowdsourcing? (National Library developed a web game to take care of checking the results of automated digitizing)

# Mobile services

People use smartphones today. Services should be planned suitable for mobile use. Some new mobile services from Finnish libraries:

- Helsinki City Library has developed Pocket Library: <http://www.helmet.fi/en-US/eLibrary/> > Pocket Library
- Oulu City Library has a set of exercises to information retrieval: <http://oulu.ouka.fi/kirjasto/kr/>
- Tampere City Library has made "Library path", where high school students get information about library services by reading QR-codes with their smartphones
- in Forssa we arranged Poetry Path, recorded poems with QR-codes

# For further information

Aino Ketonen: The Consortium of Public Libraries. Recorded presentation from the “LIBRARY. I LOVE IT!” -seminar, 27th August 2014  
<http://www.kirjastokaista.fi/aino-ke-tonen-the-consortium-of-public-libraries/>

Common web page of Finnish libraries: <http://www.libraries.fi/>

Finland, a land of libraries. Ministry of Education and Culture, Division for Cultural Policy, 2014

[http://www.minedu.fi/export/sites/default/OPM/Kirjastot/kirjastoverkosto/Liitteet/Finnish\\_Library\\_Network\\_2014.pdf](http://www.minedu.fi/export/sites/default/OPM/Kirjastot/kirjastoverkosto/Liitteet/Finnish_Library_Network_2014.pdf)

Finnish libraries now! (Brochure and a website designed for IFLA 2012). <http://now.libraries.fi/>