

From creativity to innovation and elevation

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Elevation means reaching a new level

- Libraries as partners in agenda of the knowledge society
- 'Innovation' the key to future wealth and ability to compete on a global scale
- The challenge to deliver new services and products in a changed context

Elevation means realizing a new vision

- The vision is integrating the access to reliable and relevant information in the daily lives of citizens and offering support and inspiration to benefit
- 3 main goals in the national strategy
 - a full scale webbased library offer – all types of material accessible on the web
 - new concepts for the library place
 - the 'new librarian' at hand where people are

Some challenges to adress

- Organisational – new conditions, partnerships & services
- Innovationprogrammes & tools
- Competence- delevopment, new skills and mindset
- Marketing in a new context

Demonstrating elevation: Striking new services







Community Center Gellerup

Demonstrating elevation: competencebuilding & professional development



Diploma course for childrens culture mediators



Innovation Cup -

Organisational challenges – two examples

- Opening hours: should customers run the library in the evening?
- The Copenhagen proposal: reduction of branches - extension of services better for the user?

Demonstrating Elevation: the new library place



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Striking offer- 'The game cube'



Slagelse
Public
Library

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Demonstrating elevation: new design ogf the library space

- Open & transparent
- Matching various needs



Kolding Bibliotek

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Middelfart: a new building may change the city



Middelfart Bibliotek

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The new space for children in Vejle



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A good meeting place - Greve Bibliotek



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The biggest challenge of all...

- Change in user behaviour –
- change in tasks and roles
- **3 general recommendations:**
- Traditional services still highly appreciated- add value to them
- Keep web-services up to date
- Transform reading promotion and social inclusion activities into strong national concepts
