Libraries at the Crossroads

Resolving Identities

EMEA

REGIONAL COUNCIL MEETING

BERLIN

21-22 FEB. 2017

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Changing perspectives. Business Models for Libraries

Volker Heller

#EMEARC17

The heart of the library

…SHARING – information, access, knowledge –

…ENABLE and SUPPORT our users in their aims, developing their personality, shaping the society we're living in, and creating new meanings and new values.

The Library as a Dealer

…of objects.

…of content.

…of information.

…of stories.

…of experiences.

…of ideas.

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Management of Sharing Processes

- business model of libraries up to now is **B2C.**

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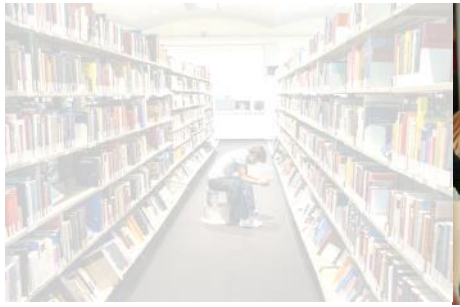
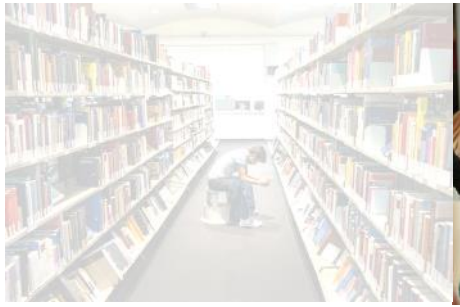
Management of Sharing Processes

- business model of libraries up to now is **B2C.**
- New addition: business between customer and customer, or better: citizen to citizen → **C2C.**



Management of Sharing: C2C

- Find and activate partners and topics.
- Support your partners sharing their contents in diverse ways.
- Take care about your USP.
- Organizational development (space & staff).



The three pillar concept

Place for media, infor-mation & co.

Sharing media and information access.

Digital Literacy

B2C

Creative Workspace

Sharing space and technology to work for development.

New, flexible spatial solutions

B2C

Place for civil society

Citizen share their interests, their knowledge, their passions.

Platform for user generated content

C2C

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