Libraries at the Crossroads
Resolving Identities

EMEA
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#EMEARC17

Volker Heller
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.
Management of Sharing Processes

- business model of libraries up to now is B2C.
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, information & co.**
Sharing media and information access.
*Digital Literacy*

**Creative Workspace**
Sharing space and technology to work for development.
*New, flexible spatial solutions*

**Place for civil society**
Citizen share their interests, their knowledge, their passions.
*Platform for user generated content*

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