



Book of Abstracts

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Organizers :

Rovaniemi City Library - Regional Library of Lapland

Lapland University Consortium Library :

Arctic Centre Library

Kemi-Tornio University of Applied Sciences Library

Library of the Lapland Institute for Tourism Research and Education

Lapland University Library

Rovaniemi University of Applied Sciences Library

Centre for Economic Development, Transport and the Environment for Lapland

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KEYNOTES

Rouge-Oikarinen, Regis. Cross-Border opportunities in the Barents Region

Wednesday 24.8. 2011 10:50

This paper attempts to understand, first, the meaning of the borders in the current world and in particular of those dividing the Barents and Arctic Region and to present, secondly, the existing opportunities and EU founding programs for cross-border activities. Despite the globalised society and the rising of a world characterized by flows and networks, borders aren't disappearing but rather, like many scholars suggest us, their significance is changing and their purpose is being constantly reshaped. This persistence of bounded territorial space appears obvious in the Arctic Region where the nation-states are still a crucial organizer of territorial spaces and cross-border activities. However, interaction and communication between people and institutions in the High North have been constantly increasing after the end of the Cold War and since Finland and Sweden joined the European Union in 1995. Hence, the cooperation promoted by the European institutions is providing new scopes for action to the inhabitants of the Barents Region and giving a tangible opportunity to "think and work across" the current institutional framework. This paper also seeks to assess the meaning of the current cross-border interactions for the emergence of new regional spaces in the Arctic especially across the Finnish and Russian border area.

Regis Rouge-Oikarinen, Research Director

Faculty of social sciences

University of Lapland

Høivik, Jingru. Digital Switches: Between Physical and Virtual

Thursday 25.8.2011 9:00

The presentation describes a model for switching between physical and virtual representations of cultural artifacts, using the digitization at the National Library of Norway as a baseline example. The model is based on Foni, Papagiannakis's classification scheme. It may be technically implemented by Quick Response (QR) coding as an adjunct to the museum or library artifact, data storage "in the cloud" and with access from mobile computing devices. This perspective is expanded upon with entry points to mobile search based on location and voice input.

Jingru Høivik

Chief Engineer

The National Library of Norway

Lindberg, Pirkko. Partnerships of Finnish Public Libraries. Preliminary findings of a survey

Friday 26.8.2011 9:00

Finnish public libraries have been doing co-operation with other libraries but also with other partners for decades. Within municipal organizations it is just libraries, which have been among first in the field of co-operation and partnerships. In spite of this there is quite little research done about this subject in Finland.

The study is focusing on the quality of partnerships by defining the main factors that influence on the partnership and by dividing on the grounds of the factors the different levels of partnerships in the context of public libraries.

The main questions in this study were what kind of partnerships Finnish libraries have, which are the main partners among Finnish libraries, how does the partnership success and what are the reasons for successful partnership or unsuccessful partnerships.

The research is multi scientific where it touched both the social and business science fields. Companionship traditions and the criteria of success and/or failures have been driven from business science, the empirical part of the research on the other part has focused on studying the public libraries, which gives the information sciences viewpoint to this work. The research has been both qualitative and quantitative, where a survey was conducted for finding the answers to the main questions. The survey was sent to all Finnish public libraries.

The main findings of the survey were that Finnish public libraries main partners are other public libraries, elementary schools and regional libraries. With elementary schools, for example the partnership is on quite a high level and libraries think that it is mostly successful.

The main reasons for success in partnerships in Finnish public libraries are mostly the same as in the business world – the same values, common vision, good personal chemistry. The main reasons for failing in partnership were for example that there is no time or enough resources for the co-operation.

Pirkko Lindberg, Library Director

Oulu City Library-Regional Library

PRESENTATIONS

Boyko, Valentina. Interdepartmental Social Project "I choose life"

Friday 26.8.2011 11:30

In the latest decade consumption of alcohol, drugs, and other psychoactive substances by young people in the Russian Federation has become a real problem that threatens people's health, economics, social sphere, law and order.

The age of drug addict people is getting younger. Many start using drugs at the age of 8-10. There are cases when children become drug addict at 6-7.

The problem of prevention and early detection of drug addiction among school children can't be solved by means of narrow departmentalism. Positive results can be achieved only by joined efforts of different departments and wide number of public organizations.

No doubt that family still remains the main "shield" protecting children and teenagers, but unfortunately in some cases even relatives fail to cope with the problem. That's why very often the real help can come from a teacher, a librarian, a school psychologist or a doctor.

In November 2010 the Arkhangelsk Regional children's library together with the Arkhangelsk regional centre of medical prophylaxis, the Regional board of the federal control service on drug trafficking and the Board on juveniles' rights protection launched an interdepartmental social project "I Choose Life".

The project "I Choose Life" is one of the tools of building the competitive system of values excluding harmful habits destroying young people's life.

The project consists of a number of prevention activities for children and young people:

- My Health is in My Hands (librarians) - discussion, multimedia presentation;
- Facts about smoking (physician, family doctor)- discussion, multimedia presentation, quizzes;
- Freedom of Choice is Freedom from Addiction (chief expert in narcomania of the Arkhangelsk region) - discussion;
- Film "The Right to Live" (librarian) – discussion;
- Film "Drugs" (librarian) –discussion;
- Workshop with the students of the faculty of clinical psychology, social department (librarian, university professor);
- Days of prevention of child neglect and juvenile law breaking at schools (public organizations, librarians);
- Social posters contest (librarian)- 20 best posters are published and exhibited at schools, libraries of Arkhangelsk and in the city of Tromso (Norway);
- Round table for social school teachers " Interdepartmental interaction in the field of harmful habits prevention among children and young people" (all project partners);
- Meeting for parents on the issues of healthy life-style among children and young people (doctors, teachers of the center of medical prophylaxis).

All the project activities are aimed at the creation of the information shield against drug addiction, alcoholic addiction and smoking.

Valentina Boyko, Chief librarian of the Arkhangelsk Regional Children's library named after A.P. Gaidar

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Brinck, Gunilla. What do children think? (What's their opinion?)

Thursday 25.8.2011 12:50

Children's and young people's reality and everyday life are changing rapidly and it is important to keep up with and offer activities that will appeal to them!

Children and young people want and can affect their lives, provided they receive comprehensible information which they can handle and discuss. But children and young people are rarely heard in the planning and the decisions affecting them, in spite of the fact that they are entitled under the Convention on the Rights of the Child.

How can children and young people have a greater say in society - and in the library?

Adults often think they know what is best for children and young people, but if you ask in the right way, it turns out that children themselves often have a different view of the situation, and often have very interesting angles and points of view. Children have long been the object, we have not had faith in what they can reveal about themselves. However, children are experts in childhood.

The libraries use customer surveys and citizens' participation is becoming increasingly important, but in questionnaires children often are put together in group 0-20 years, and the questions asked are generalized. Besides, the smallest children, up to 2-3 years, how should we ask them? And how do we interpret the answers?

I neither want nor can present a solution to the problem, but I wish to stress, deepen and discuss these issues.

Gunilla Brinck, Library Adviser

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Eikås, Hildur. Sør – Varanger librarys place in the local community

Wednesday 24.8. 2011 13:30

Sør –Varanger library is placed in the middle of the town Kirkenes. Very central in front of the square. The Twin City concept (Russian –Norwegian collaboration between Pechenga and Sør-Varanger) is a priority. We want the library to be a good meeting place with different

arrangements, exhibitions and discussions ; to be a knowledge- and social arena. Evenings with local authors are most popular. Sør –Varanger library has cooperated with Finnmark College and Barents Institute about Border stories. People stood up and told their stories and experiences in two hours time without a pause. The same thing was in Nikel library in Russia. Sør –Varanger library were the “bridge opener” for these “happenings” in “the border libraries” and it seems not to stop. People want more. Every year in fall The Research Council of Norway have a special week called “The Research Days”. Different aspects and themes are presented in a more popular form in the library. The library is collaborating with “Volunteer Service” and “Refugee Service” about “Homework Help”. It is rather popular. The Tourist Information has been located to the first floor in the library for three years now. It is co – located with the newspaper and magazine collection. About 12000 tourists are visiting the Tourist Information every year. It is a so called Win Win situation for both the library and the Tourist Information. We have several exhibitions during the year. Many of these are also shown different ambassadors visiting Sør –Varanger library (USA, Russia, France). The Barents Region and also The North Area is important both political and cultural. A border municipal to Russia and Finland is our unique location. And the library is important because it is “threshold” for people and a melting pot for different nations.

Hildur Eikås, Library Director

Sør –Varanger library

Elkina, Marina Vladimirovna. International Partnership as a factor of policy of modern Children and Youth’s library

Friday 26.8.2011 10:20

The library attaches great importance to the projects in international cooperation. International partnership is one of the priorities in its work.

International neighbourhood is mutual affair. So we must know our neighbours including neighbours on the planet learn their peculiarity, traditions, culture and work with them

What has our library got in international partnership portfolio today? There are several developing projects which all participants are interested in.

The international contest of children’s handwritten book can be considered as a starting project. During fourteen years our library organize it every year in collaboration with business partners including 22 co-founders

Every year more than 5000 children and youths from school age to students take part in the contest from the territory of BEAR.

This project has cleared the way to the next- “The museum of children handwritten book”. Now there are more than 5000 unique children editions.

It would be a crime to keep the books only within the precinct of the library. So we decided that our books must be seen in the town, region, other regions of Russia, abroad. So our international

partnership project "Book-traveler" has originated. This project enables residents of BEAR, other Russian and foreign regions to see "the miracle of children's creativity".

The contest of handwritten book is transient; the exhibition of the books works only in certain time. But we wanted people could see the books constantly. So we thought of the project "Book about books" - publishing collections of the best competitive works.

Today the list of partnership ends in the project with the "modest" name "We conquer the world".

The most successful experience became the bilingual (on Russian and English languages) edition of the book "Fairy tale" which have been composed and drew by children from Russia.

Practically every day big systematic work with the countries –our north neighbours goes on. Is it difficult to have enough time? Of course it's intense but very interesting. Partnership in "children" policy is a great experience of mutual understanding, interaction between the parties. It contributes to increase of the libraries' competence. Make friends with somebody from other country means to acquire knowledge about this country and to tell about yourself. It is equally valuable for both children and adults.

Marina Vladimirovna Elkina, assistant Director on Coordination and international projects

Murmansk Children and Youth's Library

Gyllenram, Carl Axel. Projekt "VälBefinnande" – Project Welfare 2008-2010 at Vindelns community library

Thursday 25.8.2011 13:30

Vindelns Municipal Library undertook "Project Well-being"2008 - 2010. The project was supported by the National Arts Council.

The project aimed to clarify, deepen and develop the library's activities, in order to improve well-being - physical, mental and social - of the residents, to broaden the library's roots in and make it more indicate certainty and visibility to the local community and find new partners, to increase awareness locally, regionally and nationally on public libraries and the important potential role in promoting human health, particularly in view of culture and literature's potential in this regard.

The target audience for the project was primarily the inhabitants of Vindelns municipality, in the alternative residents in the Umeå region (municipalities / libraries together), in third place all who want to take advantage of new methods to improve health and wellbeing of the nation's population.

We took note of the World Health Organization (WHO) definition (1946) about health as "a state of complete physical, mental and social wellbeing and not merely the absence of disease and disability". But even the eleven public health objectives that the Swedish Parliament adopted. Among them include the "Participation and influence in society", "Increased physical activity" and "Healthy eating habits and safe food".

Vindelns municipal libraries conducted during the project period, two major cultural and health fairs.

The project has undoubtedly led to the library strengthened its position in the local community, and that more people have discovered the library's potential and has taken note of library services and resources.

Carl Axel Gyllenram, Biblioteks- och kulturchef

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Hallikainen, Liisa. Library in Cooperation with two Science Centres and a Museum

Wednesday 24.8. 2011 15.30

The Arctic Centre Library is situated in Arktikum which is famous for the Arctic Centre science exhibition and the Regional Museum of Lapland. This summer another science exhibition was opened in the Pilke house next to Arktikum. Both science centres, the museum and our library have agreed that cooperation with each other will help each of us in fulfilling the mission to communicate our visitors of issues presented in the exhibitions and collections.

The science exhibition of the Arctic Centre promotes the natural beauty and the cultural richness of the Arctic, while it informs the visitors about the ongoing rapid social and environmental changes occurring in the fragile Arctic. The Pilke Science Centre tells us, through all our five human senses, about the sustainable use of northern forests. The Provincial Museum of Lapland studies and presents nature in Lapland and the cultural heritage it has moulded. The exhibition depicts peoples' lives in these harsh conditions by combining pictures, sounds, artifacts and movement. The library tries to meet all these partly overlapping topics in its collections.

The cooperation in Arktikum and Pilke consists of common programs for schoolchildren, common programs for local people on certain special events like the International Museum Week, the Rovaniemi Week etc.

Last spring we had a task route for eight-graders. The schoolchildren had to go through a route with a stop in every exhibition and in the library. They had a task on every stop which they had to do with help of the staff in the exhibitions and the library. After this successful start we are going to develop the methods, the programs, the topics and provide the local schools with new programs and happenings in the future.

Liisa Hallikainen, Information Specialist

Lapland University Consortium Library. Arctic Centre

Heinänen, Tiina. Regional library - A means for better communication, or worse?

Friday 26.8.2011 12:10

The Sompio regional library – a library of three independent municipalities: Sodankylä, Savukoski and Pelkosenniemi – started in 2009. Birthing this new library took nearly three years. It demanded a lot of communication, negotiations, presentations, meetings and written papers.

Now that the new library is fully working how is it with communication between the municipalities, between the library staff and with customers? Has it changed for the better or at all or for the worse?

Communication between the municipalities is more frequent and intense than before. Sodankylä municipality administrates the Sompio library. The Sodankylä board of education and cultural services is responsible for managing the library according to the Library Act and Decree plus the mutual agreement. Savukoski and Pelkosenniemi have elected a representative, who partakes the board meetings when there are library matters on the agenda. Other than this, there is interaction on current issues always when needed between the municipalities.

How to form an effective work community when part of the staff is a hundred km away and another fifty km away? Right from the start co-operation and unity were emphasized by arranging opportunities for the staff to get to know one another. There is still twice a year a get together with all the staff.

How does the new library communicate and interact with its customers? Making the new library known among the inhabitants of the area was taken into a special focus. The Sompio library has branded itself with the cultural heritage that all the three municipalities share. The library wants to be for the people with the people.

Tiina Heinänen, Library Director

The Sompio Library

Hyötyniemi, Mikko. Barents libraries goes to Facebook

Wednesday 24.8. 2011 15:00

Almost every one of us on Facebook has more or less active "friends" as well as our own interest groups and organizations.

When making the search dealing with Barents region there can be found only three hits: Barents Euro-Arctic Cooperation, BarentsObserver.com and Barents Library Conference 2011. Interaction in all of these is mostly "thumbing".

There will be found also an Ask a Librarian, Lapponica Information Service and Barentsinfo. All of them are very helpful for the inquisitive users But there is not existing a direct and interactive opportunity to exchange experiences and news. Also a rapid access to information is nowadays more and more needed.

The Barents libraries should, maybe already during this conference, establish and start work to produce their common webpage on Facebook and meet this need.

This project could produce significant benefits, not only for the libraries and customers but also for each surrounding region and its well-being.

Mikko Hyötyniemi, Information Service Secretary

Lapland University Consortium Library. Arctic Centre

Kangas, Riitta. One Click Away from Knowledge (ESF-project) – enabling peripheral participation

Thursday 25.8.2011 10:50

The purpose of the project is to enable peripheral participation through social web and Library 2.0 and to encourage lifelong learning and active citizenship. We believe that communication + participation = active community library. The project develops the following topics:

- guidance services for adult learners
- distance instruction (ie. skype, online communication)
- workshops to develop technical skills (ie. social web workshops for library staff, adult learners and their teachers)
- information literacy education (seminars, training days)
- a new way of thinking library as a service rather than a four wall facility (the librarian goes where the customers are and provides library services to the customers by VPN connection – Virtual Private Network)

The project does not forget the books: it arranges virtual bookclubs as well as bookclubs that combine reading and using the library's online catalog and other electronic resource. The librarian also gives booktalks to study groups, teachers and adult customers.

One Click Away from Knowledge (Tieto hanskaan in Finnish) is funded by European Social Fund and is carried out by Joensuu Regional Library in close co-operation with OK Study Centre (a nationwide adult education institution) and North Karelia Summer University. The working period of the project is 2009-2011.

Riitta Kangas, Project Manager - Information Specialist

Joensuu Regional Library - Tieto hanskaan (ESF-project)

Kankaanpää, Paula. EU Arctic Information centre

Wednesday 24.8. 2011 11:50

The proposed EU Arctic Information Centre provides a channel for dissemination of Arctic information within and outside the EU. The Centre offers access to relevant and updated Arctic information, gives support to the formation and continuation of EU's Arctic policy and helps to guarantee its coherence.

EU Arctic documents refer to a gap in the dissemination of Arctic information across Europe and a need to improve the diffusion of European related information in the Arctic regions. The EU Commission and Council have expressed the need to explore the possibility of establishing an EU Arctic Information Centre.

The European Parliament calls for a joint, networked undertaking, and highlights the proposal by the University of Lapland in Finland. This initiative is supported in the Finnish Arctic Strategy. However, EU Commission has not yet taken any official position on the initiative and the timetable of launching the EU Arctic Information Centre is not yet known.

In this proposal the Centre is formed through an all new collaborative structure of key players that have expertise, skills and contacts on Arctic issues. The Arctic Centre of the University of Lapland will host the headquarters of the EU Arctic Information Centre. The fact that the hub of the network is located within the geographical arctic demonstrates that the EU does attach great importance to Arctic issues. This proposal has the official support of the Sami Parliamentary Council.

The overall aim of the proposed EU Arctic Information Centre is to facilitate two-way information exchange between the EU and the Arctic, as well as offering targeted services by processing and aggregating information for different needs and target groups. The intended users of the EU Arctic Information Centre are the EU institutions, European countries, and their citizens including Arctic Indigenous Peoples, research institutions, the private sector and other stakeholders.

Paula Kankaanpää, Director of the Arctic Centre

The Arctic Centre

Lane, Heather. National nodes in an EU network for Arctic information: the United Kingdom perspective

Wednesday 24.8. 2011 14:40

The Scott Polar Research Institute (SPRI), part of the University of Cambridge, is a long-established centre for research into both polar regions. Its research groups investigate a range of issues in both the environmental sciences and social sciences of relevance to the Arctic and Antarctica. Its polar library has comprehensive holdings of scholarly books and journals on polar research, with exceptional archival collections from the exploration of the Antarctic and Arctic, along with extensive online resources, including bibliographic and other information.

This paper examines the potential role for the SPRI Library within the proposed EU Arctic Information network. It places the national nodes for the acquisition and dissemination of information on the Arctic within the EU framework and also within the context of other international networks, such as the Polar Libraries Colloquy.

Heather Lane, Librarian & Keeper of Collections

Scott Polar Research Institute, University of Cambridge

Minkkinen, Heidi. Popularizing of tourism knowledge – focus on national Tourism Foresight

Thursday 25.8. 14:30

The Lapland Institute for Tourism Research and Education is a unique knowledge community, which combines tourism, all educational levels, and innovative research and development activities. The institute is formed by the subject of tourism research at the University of Lapland; the fields of tourism, catering, and economy at Rovaniemi University of Applied Sciences; and the fields of tourism, catering, and economy at the Lapland Vocational College. An integral part of the Institute is also formed by its own library, which houses the one of the largest collection of tourism studies in Finland and is located in the same campus with the Institute.

The Institute operates in close cooperation with the Lappish economy, the international scientific community, educational institutions and authorities. Also the Lapland University Consortium Library Tourism is actively engaged in many Institute's activities and projects, among other things popularizing tourism knowledge - both within Institute as well as with the surrounding society. One of the Institute's primary development topics is "Tourism foresight". The institute has a role that is defined in Finland's Tourism Strategy to produce and disseminate tourism foresight knowledge that benefits tourism industry. The strategy also states that the University of Eastern Finland has a role in developing a national tourism research database. In connection to these activities, the Lapland University Consortium Library Tourism is actively involved e.g. in developing a popularized foresight section into the national tourism research database.

Heidi Minkkinen, Information Specialist

Lapland University Consortium Library. Tourism

Nesterova, Alyona. Library and Society: cooperation and interaction: The experience of the National Children's Library of the Republic of Komi named after S. Marshak

Thursday 25.8.2011 13:10

National Library for Children of Komi Republic named after S Marshak (hereinafter - NDB RK) - Gatherer, and keeper of all national and local studies of children's literature in the country, only some of which provided open access to Internet resources.

The library has significant collection of books and periodicals in the Komi language, Finno-Ugric children's literature and literature of the peoples of the North. Library exchanges books with children's libraries of Udmurtia, Komi-Perm District, Mari El, Mordovia, Finland, Karelia, Khanty-Mansi Autonomous District and other regions. A national digital library for children is organizing now, access to which is provided for everyone on the library website.

With the culture of individual peoples young readers bring together creative meeting with representatives of different ethnic groups. Library is more than once visited by the delegation of writers and cultural workers from various regions of Russia, Finland, Norway, Estonia, Sweden and Hungary. NDB RK regularly organizes nation-wide, inter-regional and republican library research, creative writing competitions for children, workshops, creative workshops, conferences, roundtables, publishes bibliographic materials in various areas of library services for children and children's reading.

NDB RK implements various projects. Currently with the financial support of the Company Matthias Castrén library implements the project "Hello, Kuratov!", which resulted in a publication of the anthology Children of literary creativity in the Komi language. Appendix to the book will be a disc of works performed by children in their native language. Enterprise "RPO" Syktyvkar "VTB 24 (JSC) is a financial partner in the project "Cities of my republic, which will result eponymous publishing multimedia CD for children.

At this conference we would like to identify ways of cooperating with libraries and community organizations in supporting and developing children's reading books by authors from the Barents region in the following areas:

- Book exchange new books for children books writers in the Barents Region;
- Joint training of the children's library Barents relevant and effective methods of promoting children's reading;
- Developing joint projects (based on an NDB RK conferences libraries in the Barents Region, festivals, children's literature writers in the Barents Region).

Alyona Nesterova, Methodist local history department of the National Children's Library of the Republic of Komi
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Niemelä, Marko. Populappi - The Database of Lappish popular music

Thursday 25.8.2011 11:10

The idea of this additional database project is to verify the existence of Lappish popular music via library internet services. There are - and has been - a lot of different kinds of music cultures, genres and musicians in Lapland. So far the diversity of Lappish popular music has been way too invisible in the public media and in the field of Finnish music research. Everyone knows and recognizes Sami yoik, but has anyone heard of Lappish dance bands, hiphop or heavy metal groups? Through this project it is possible to highlight the big picture of the popular music phenomena of the Lapland – through it's past and present.

Populappi ("popu-lapland") is one year project (2011) and it is formed by Rovaniemi City Library in collaboration with Arts Council of Lapland. Special librarian Marko Niemelä is responsible for the textual content, Karl Simonlehto is the graphic designer, regional artist and producer Petteri Putkinen is putting the data into practise and regional artist of popular music Hannu Raudaskoski takes care of overall supervising.

Database will be based on biographies of musicians and their line-ups. Populappi is designed for easy use and for interfacing with a social media.

Marko Niemelä, Special Librarian

Rovaniemi City Library - Regional Library of Lapland

Nilsson, Christoffer. Sør-Varanger library use of social media – Christoffer Nilsson

Friday 26.8.2011 11:10

The aim of the presentation is to talk about our experience with social media: how and why we use blogs and Facebook and the result we have seen, including future plans. We will share what we have learned: what's working for us and what to avoid. And give inspiration to further investigation with social media.

Since April 2010 we have used blog - sovar.wordpress.com and in December the same year we began with Facebook.

A big reason for us to start with blogging was to reach further with information on what we do and share the staff's knowledge. So, from the start wasn't the main issue to be "social". The social interaction with the patrons came later, with the use of Facebook.

We saw early that text and information about Russia and its culture immediately gave site traffic to the blog, and reaction on Facebook. Something we weren't surprised of - we knew that good information in Norwegian on Internet were insufficient. Therefore have we continued to build our competence in Russian related content and are now sharing it on the web.

To be "social" showed harder than first expected. It's easy to fall into "to much information" and not the small talk that build a relation between organisation and patron. We are still in experiment mode but believe we are in right direction, and will continue and increase our use of social media.

From fall the library will video stream different arrangements. This is to increase more interest for what we do and we hope more people will discover the library.

Christoffer Nilsson, Librarian

Sør –Varanger bibliotek

Nordström, Regine. Barnens Polarbibliotek and authentic interactivity on a library site for children ages 8-12 years

Wednesday 24.8. 2011 13:10

The website Barnens Polarbibliotek ("Childrens' polar library") was introduced 1997 by County Library of Norrbotten. Today the site is a place where children can make themselves heard. That is made possible by the way users can write poems, short stories and make drawings on the site. They can also make what is called a "web book" (Webb-bok) where they write texts to a chosen set of pictures or make their own drawings. Before publishing, all material is reviewed by editors. The communication and interactivity between author and editor encourages reading, writing, and communication skills. This also contributes to making the site's content varied.

For the future development of Barnens Polarbibliotek, the project "One library 2013" (Ett bibliotek 2013) has given more opportunities. In this project, the public libraries in Norrbotten have got common goals, basically to cooperate over local boundaries and combining resources, in a way which is intended to be beneficial to all people in Norrbotten. This collaboration between the 14 local libraries and County Library of Norrbotten will open for more possibilities to stimulate interactivity witch encourage creative writing and drawing both in the public libraries and on the website Barnens Polarbibliotek.

Parts of the site will be shown during the presentation and the concept of interactivity on a website will be discussed.

Regine Nordström, advisor and editor of Barnens Polarbibliotek

County Library of Norrbotten.

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Osipova, Margarita. University Library as Center of Information Support To High School

Friday 26.8.2011 11:50

The quality of education depends directly on the quality of information resources and available library services. Therefore, the University Library, as the major social institution, which organizes the holding and using information resources, is the integral part of informatization of the University. Its main objective is to create an information space in the education and research activities of the University by means of real time access to information resources.

The functioning of the scientific library in modern conditions should be directed on formation of an actual electronic content, equally with providing the information on traditional mediums. This activity is carried out by the University Library in following directions:

- acquisition of the library resources on nontraditional media;

- open access to the electronic full-text databases of the central world aggregators of resources;
- training the teaching staff, students and post-graduate students to operate the electronic full-text databases;
- development and updating of the university E-Library.

Cooperation of the University Library with the National Consortium of Electronic Information makes it possible to be in focus of the electronic scientific publications market.

Creation of E-Library at the University is intended completely for providing students with the scientific, educational and methodical literature. The content of the University E-Library is composed of:

- electronic analogues of University publications;
- collections of scientific conferences held at the University;
- electronic documents produced by the staff of the University;
- abstracts and dissertations defended at the University;
- methodological collections according to High School activity;
- electronic analogues of rare printing editions from the library collection.

Arkhangelsk Northern (Arctic) Federal University (NARFU) is founded in 2009. The Concept of Development of the Scientific Library is actively discussed now at NARFU. The project of a new building of the University Library is developed also.

The modern library of NARFU should promote to:

- create the information resources at a high intellectual level;
- improve of service quality on the basis of management system quality;
- increase of University competitiveness in the world market;
- attract of foreign users of information recourses;
- expand a spectrum of additional (commercial) library services;
- create a recognizable image of the University Library by way of the development of a corporate style of products promotion and library services.

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Panchenko, Olga. A book is forward movement, without doubt!

Wednesday 24.8. 2011 14:00

The report devoted to the active communication and interaction of the Murmansk state regional scientific library with youth – the 'Google-generation' readers; to the new forms and experiences in attracting the youth library products and projects.

The Murmansk state regional scientific library has a powerful information potential which include large capacity of printed and electronic resources, remote data bases. Reference and information

service of the library “Virtual bibliographer” carry out the user’s requests via network very promptly out of depending on their residence. Thanks to the collaboration with the large Russian and international information centers our users could get the necessary documents with the aid of the electronic document delivery service.

The librarians has take into account that the young users, which formed almost a half readers of our library, possessed absolutely another approach to get the information, because they surrounded by the technical latest from their childhood and cannot imagine themselves without network. What the library can suggest to this generation? With what and how can librarians hold such readers’ attention? What forms of interaction could be the most effective? With the purpose to find out the necessity of electronic services among the young people the Murmansk regional scientific library carry out an investigation in cooperation with the students of the sociology department from the Murmansk State Institute of Humanities. Some of results and conclusions of this investigation are given in the report.

In the Russian libraries much attention is given to the individual andwork with the readers, to the interaction with the purpose to promote books, reading, library services. For this goal in the library was founded in the 2003 the Regional Centre of reading, named “The Open Book”. The main group was the young people, the main idea was to attract the young readers by forces of the readers themselves. In the report interpret the most significant projects, initiated by the Regional Centre of reading, given the examples of the innovation library advertising products, which intended for the young audience.

Olga Panchenko, Head of Marketing & Advertising Department

Murmansk State Regional Universal Scientific Library

Parikka, Susanna. Challenging interaction on many levels – case Lapland University Consortium Library

Wednesday 24.8. 2011 13:50

Lapland University Consortium Library is a new organisation with its’ official birthday on 1.1.2010.

It is a common library for LUC.

The three institutions of higher education in Lapland: University of Lapland, Rovaniemi University of Applied Sciences and Kemi-Tornio University of Applied Sciences formed The Lapland University Consortium (LUC).

LUC is a unique form of strategic alliance in Finland, as it comprises a union between a university and two universities of applied sciences. Through this co-operation, these higher education institutions are able to offer enhanced quality in expertise and future prospects to benefit students, personnel, and the surrounding society.

LUC Library was formed with a mutual agreement and it has a mutual rule. LUC Library consists of five library units which again consist of ten libraries in three towns. It is governed by a board with members from all three universities. LUC Library has a chief librarian and a management team. LUC

is a strategic alliance, not a united organisation and that's why the staff belongs to three different organisations. The customers vary from students on all educational levels, teachers and researchers to tourists and companies. LUC Library serves the Lapland area. It's also a part of the international scientific community and the global library network.

Communication and interaction in that kind of organization is a great and interesting challenge.

Communicative and active with customers in focus - that's the goal for LUC Library.

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Raja-Hanhela, Toni. From Paper to Bytes: E-books in academic libraries

Thursday 25.8.2011 10:00

Digital resources are getting more common in academic libraries. This also affects in the relationship between library and patrons. In this paper I'll discuss the various points of views the digital resources might have to libraries Electronic books and journal give libraries an opportunity to expand their collections more than it would be possible by traditional means. But is electronic resources only on loan or can libraries claim to own them as books on paper? In future students may be loaning books directly to their e-readers. What future holds for libraries in this scenario - will we all be acquisition experts and metadata consultants?

At the moment printed resources form the majority of libraries collection. But more and more resources are available only in digital format. For publishers digital publishing creates new ways to offer resources to libraries. Several publishers are already offering countless number of journals and books in digital format. But for libraries that already battle with limited resourcing the cost of digital resources this can also be problematic. Digital resources require libraries offer to patrons single point of discovery for all resources from anywhere to anytime. Academic libraries need to reassess their roles to offer services in innovative ways.

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Seppänen, Tuija. Youth library work – Library life in action!

Thursday 25.8.2011 10:50

Finnish Library Association set up a workgroup for researching and developing national youth library work and for strengthening cooperation between actors. Its first task was to gather information from Finnish libraries: Which are the biggest challenges and tasks in youth library work? How do we reach young clients?

Young people as library clients are entitled to be considered as an important group: Teenage must be seen per se as an important phase of human life, not a mere compulsory step between childhood and adulthood.

Materials, services and premises for youth must be chosen and displayed with consideration and expertise. The heterogenic voices of youth subcultures must be listened and their wishes acknowledged. The staff should possess sufficient knowledge, willingness and sensitivity responding to the changing media world the youth live and breathe in. The youth should be involved in developing library collections, events and activities.

For the young library is not primarily the place for loaning or even information seeking, but sooner a common physical or virtual space for spending time, meeting friends and interacting. The library institution should emphasize its role as a modern segment of society also in the everyday life of youth.

The work group is actively seeking relevant partners also outside the library field, both nationally and internationally in order to broaden the library employees' understanding about variable youth cultures and media.

In my paper I will discuss the challenges of youth library work and present some good practices of value.

Tuija Seppänen, Library Director

Ranua Municipal Library

Member of Youth Library Workgroup, Finnish Library Association

Visiting teacher of Library work for Children and Young People, Oulu University

Media Instructor

Tikkanen, Leena Marja. Cross-border cooperation between Oulu, Kajaani, Kondopoga and Novgorod libraries

Wednesday 24.8. 2011 15:10

Cooperation between Finnish and Karelian libraries has been made in various forms for many years. The Cultural Forum was held in Kajaani in 2006. After that Finnish delegations have visited Veliky

Novgorod and Kondopoga (Kontupohja) and librarians from Novgorod and Kondopoga have visited libraries in Finland. The seminar: "Library services for Children and Youth in Russia and Finland" was arranged in Oulu in 2009.

The aim of cooperation is cultural exchange, professional knowledge acquisition and sharing of best practices. Have we achieved our goal? What shall we do in the future?

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Tuomi, Pirjo. Librarianship emerges in the library

Friday 26.8.2011 10:00

The purpose of library studies is to create the basis for expertise. This, however, emerges as real professional skills at work when so called "silent skills" or "tacit knowledge" (Polanyi) are also linked in. By practical training, participation or by living the reality the student learns par excellence, that which can be called librarianship and professional know-how.

During recent years the universities of applied science have increasingly agreed that there must be more co-operation between study and working life. Three years ago in our school we began a project aiming to increase the number of working life-based study modules in our new curricula.

Previously libraries have been concretely present in student's lives during their training period. Most students also produce their theses for libraries and the curriculum includes a course titled Developing Library -Project. These are often the only contact students have had with the reality of library work. Under the new curriculum a student can, for example, choose from different working life -based projects and get real skill-developing duties and exercises from the libraries as part of their personal curriculum. As a degree programme we also hope to develop so called 'partnership contracts' with libraries.

The working life-based studying presumes active input also from the libraries. This means that in the future libraries are not a part of education simply by passively recruiting graduate students or offering training places, but by actively being part of the development of library education. The experiences and "silent skills" developed from working life can also be carried on into the classrooms – co-operation doesn't always need to be within the walls of the library.

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Vetoshkina, Natalya. Culturemap a new electronic resource of the at Barents Region

Thursday 25.8.2011 11:30

In October 2009 during the work the X-th Russian-Finnish Cultural Forum, which took place in the Komi Republic, in the Komi National Library there was organised the international seminar "New Information Technologies in Finland and New Methods of Disseminating Information».

The information specialist of the Arctic Centre of Lapland University Mikko Hyuotyuniemi delivered the lecture on the Barents portal activities. In his opinion the Komi Republic was presented on the Barents portal very poorly, especially the culture of Komi people. For getting and disseminating information close cooperation of all the cultural institutions of Euro-Arctic Region is needed. The result of conversation with the Library's administration was a project on creating the Internet resource "Cultural Map of the Komi Republic».

The project offers a virtual tour of sights of the Republic cities and villages with the purpose to attract people's attention to the cultural traditions of the Komi Republic. The Komi National Library got financial help for this project's realization from the Society named after Matthias Castrén (Finland).

The aim of the project: to create the resource "Cultural Map of the Komi Republic» on the portal of the Komi National Library. It will be in Russian, Komi and English languages.

Information collected in one place as well as active links to other Web sites will provide quick and easy access to necessary information about the sights of the Republic, cultural events in the regions, important personalities and other information.

Natalya Vetoshkina, Head of Electronic Services Department

National Library of Komi Republic