



## issue no. 8

World Library and Information Congress:  
75th IFLA General Conference and Assembly  
"Libraries create futures: Building on cultural heritage"  
23-27 August 2009, Milan, Italy

### Facts and Figures from the Milan Congress

#### Country representation (# delegates)

1. Italy	426
2. United States	313
3. Finland	136
4. China	126
5. United Kingdom	125



Closing session on 27 August, 2009; photo by Ross Becker

#### Total number of countries represented 127

Total Full time delegates	2588
Day registrations	551
Accompanying persons	140
Exhibition visitors	50
Volunteers	229
First timers	1079
Grantees	81
Exhibitors	98
Square metres (total)	1202.5
Meetings	219
Meetings with Simultaneous Interpretation	31
Poster sessions	103
New IFLA members	12

#### Total Conference papers presented in all languages 230

Papers/translations in English	212
Papers/translations in French	99
Papers/translations in Spanish	42
Papers/translations in German	10
Papers/translations in Russian	17
Papers/translations in Arabic	20
Papers/translations in Chinese	21
Papers/translations in Italian	3
Total papers/translations	424

## Did you enjoy yourself?

Then come to Gothenburg next year! Agneta Olsson, Chair of the Swedish National Committee, invited all delegates present at the closing ceremony to come to Gothenburg, Sweden next year! The 2010 conference has the following theme 'Open access to knowledge - promoting sustainable progress' Come join us for what will certainly be another stimulating and rewarding conference. Please see [www.ifla.org/ifla76](http://www.ifla.org/ifla76) for more information.



**We hope to see you in Gothenburg in 2010!**

### IFLA Awards and Honorary Fellowship

At the **General Assembly** meeting on 26 August, Klaus G. Saur received an **IFLA Honorary Fellowship** in recognition of his service as IFLA's Publisher for more than 30 years. Hartmut Walravens was awarded the IFLA Scroll, in grateful recognition to for his long-standing participation in IFLA in particular his leadership in IFLA's Serial and Newspapers sections.

During the **Closing Session** on 27 August, Claudia Lux, President of IFLA, handed out the following awards:

#### Poster Session of the Year Award

New vs. Old Photos: Keep Cultural Heritage in Guangzhou Alive  
Presenters: *Ni Junming and Huang Qunqing, China*

#### Newsletter of the Year Award

Literacy and Reading Section Newsletter

#### IFLA Scroll

*Bruce Royan*  
In grateful recognition for his invaluable contributions to IFLA, especially to IFLA's Information and Technology and Audiovisual and Multimedia Sections.

*Barbara B. Tillett*  
In grateful recognition for her leadership in international bibliographic control, in particular her establishment of the IFLA Cataloguing Principles, 2003-2009.

#### *Gunilla Natvig*

In grateful recognition for her service as Administrative Officer 1993-2009 of the IFLA/ALP Programme, Uppsala and for her services to IFLA around the globe.

#### *Brigitta Sandell*

In grateful recognition for her service as Programme Officer 1993-2000 and Director 2000-2009 of the IFLA/ALP Programme, Uppsala and for all her services to IFLA around the Globe.

#### *Italian National Committee*

As a token of IFLA's appreciation for the dedication and enthusiasm displayed by the National Committee in the organisation of this very successful conference.

#### IFLA Medal

*Ulf Göranson & the Uppsala University Library*  
On the occasion of the 25th anniversary of the IFLA/ALP Programme, in grateful recognition of their support for IFLA in hosting this programme for 20 years.

#### *Winnie Vitzansky*

For her distinguished service to IFLA and the international library community through her leadership in international advocacy for professional library services and free and equal access for all.

#### *Shawky Salem*

For his distinguished service to IFLA and the international library community through his leadership in representation, contribution to the professional literature, and support for development of the profession.

## Thank you to our volunteers!

A special thank you goes to the over 200 people from around the world who volunteered their time to help make the Milan Congress possible. We couldn't have done it without you!



### Call for Poster Sessions

World Library and Information Congress  
76th IFLA General Conference and Council  
10-15 August 2010, Gothenburg, Sweden  
<http://www.ifla.org/ifla76>

The deadline for proposals is **12 February 2010**  
Be sure to send your proposal in time!  
More information and the application form can be found at:  
<http://www.ifla.org/ifla76/call-posters-en.pdf>

### Libraries on the Agenda: IFLA and the economic crisis

Libraries and Library Associations and the financial and economic crisis - this was the subject of a well-attended panel discussion on the last day



of the conference. Claudia Lux introduced the subject—along with some recent international economic figures—and asked the panelists what the national consequences are and how libraries and library associations are responding. The panel members, Mr. Robert McKee, from CILIP, UK, Mr. Michael Dowling, director of ALA Chapter Relations Office, US, Mr. Zhang Xiaoling from the National Science Library in China and Ms. Maria Isabel Franca from Brazil were also invited to contribute ideas on how to make an opportunity out of the situation.

All speakers but Ms. Franca stated severe economic consequences for their country, be it for the individual or for the public budget. Whereas library associations are now facing sacrifices like painful cuts in staffing, pension commitments,

special collection funding and the shortening of paid holidays, some countries could still profit from the public building programs created before. On the other hand, an increase in library users has been acknowledged—taking advantage, presumably, of the access to public computers and of borrowing books rather than buying. Responses to the crisis by library associations involve theoretical approaches (in meetings with governments and the development of guidelines and strategies), as well as the strengthening of their own capacities through training programs and funding opportunities. Why not point local companies to possible returns on investments, stress the role of the library users for their communities ("after-library shopping"), the libraries' good reputation and their roots 'in the market.' Elaborating on how to increase the libraries' visibility in order to find further sources of income, the panel shared a wide range of ideas, including the provision of information, analysis and research services to small and medium-sized companies, the training of public administration staff and the sharing of resources with homes in remote areas. However different their approach might be, libraries should beware of competing against each other.

How to make the economical crises an opportunity? This question raised some lively discussion with the audience. While an increasing advocacy followed by so far unknown media attention seems to be a widely accepted advantage, the idea of taking the opportunity to re-model the libraries in order to become more efficient did not find unanimous approval. This modernizing, it was said, would help to meet a stronger demand with less staff members and a reduced budget, while increasing the libraries' usefulness by projects borne out of necessity - migrating reference data to the Internet, Web 3.0 applications, cloud computing and interlibrary co-operation being the most common ones. Good measures not only for the time being, one would think: The enhanced cost-awareness and enlarged capacity prepare for future crises as well. Comments from the audience referred to the social responsibility of bridging the again widening digital divide, and asked for an IFLA strategy for national library associations and for measures to preserve media resources in Africa, among other urgent issues. Many tasks are still to be addressed, however, as one panel member put it: "librarians are a sustainable society."

## IFLA T-shirt Winner

The winner of the prize drawing for an IFLA Congress T-shirt is **Maria Chiara Sbiroli, a librarian from the Cooperativa Voli in Bologna, Italy.**

**Congratulations!**

## Gothenburg 2010 winner

The winner of a free registration to IFLA Gothenburg 2010 is **Thordis T. Thorarinsdottir, Director of the Menntaskolinn vid Sund Junior College Library in Reykjavik, Iceland.**

**Congratulations!**

## Digital Library Futures: user perspective and institutional strategies

On Tuesday 25 August, IFLA's Professional Committee organized a one day conference on Digital Library Futures, user perspectives and institutional strategies.



Sponsored by the Italian Government and held at the University of Milan, the main aim of the conference was to strongly embed the topic Digital Libraries into the various IFLA working groups. To achieve this, each IFLA group was invited to send two representatives to the conference. Since Digital Libraries is also a topic that is high on the agenda in the area of convergence (the space where libraries, museums and archives work more closely together on topics of mutual interest), representatives of the international organisations of

cultural heritage institutions were invited as well. It was clear that there was also great interest on the subject among IFLA congress participants. Therefore, the Plenary Session on Wednesday 26 August—open to everyone addressed the same theme. At 8.30 am, the Auditorium was fully packed and a summary was given of the previous day's proceedings.

Now, what did the conference bring us? At the end of the day, the IFLA Professional Committee formulated a vision statement that will be leading to the implementation of the Digital Libraries theme within the IFLA organisation in the coming few years.

This vision statement was formulated as follows:

*To employ the fullest potential of digital technology in partnership with users by enabling seamless and open access to all types of information without limits to format or geography, and to enhance the ability of libraries, archives and museums to collaborate among themselves and with others to offer the broadest and most complete service possible.*

This statement includes the main conclusions: a) Technology is not enough. b) We need cooperation with users. c) We need international cooperation with cultural institutions and partnership with others (publishers, et al.)

### What will be the next steps?

On the IFLA website, the summaries, biographies and PowerPoint presentations of the speakers have already been made available (see the Digital Library Futures Conference link on the homepage). In the near future the IFLA website will have a special page on the topic of digital libraries, to connect all ongoing and new activities in this broad area within IFLA. A full text publication in online and/or in paper form is currently under consideration.

As of now, the IFLA Professional Committee will continue to develop the theme of digital libraries—in all different aspects—within IFLA and within all the international IFLA partnerships. So what to expect for next year's conference? Be sure there will again be a lot of interesting sessions on digital libraries!

Ingeborg Verheul

## Going where the user is: some stumbling blocks along the way...

### *Some reflections on the OCLC Industry Symposium*

An often expressed notion at the IFLA conference is that libraries need to go where their users are. In terms of scientific libraries, scholars and (future) students, this is to be very likely Google and Co. In order to reach them in these environments where they search for information, an integration of their local holding data and bibliographic records into Google had been proposed by allowing search engine robots to harvest all the data. Of course such an approach wouldn't be very productive if every library undertakes actions in this direction on its own. Just imagine a user who searches for a book about rocket science and finds himself in front of a Google results page which contains the OPAC records of thousands of libraries. The user would never get to the book or the content.

That's why a mediator is needed between individual libraries and Google. Some suggest that OCLC's Worldcat can fill this role as a mediator and in fact they already possess an impressive and constantly growing database of nearly 150 million records and even more holding information from libraries all around the globe. So the idea now is that a user searches for a book with Google or Google Book Search, then finds a link to the Worldcat-record-page of that book. On this particular Worldcat page he finds a lot of information about the book and can locate it in a library nearby and then borrow it. In other words: with Worldcat, a single library connects with its users they lost to Google and Co.

Unfortunately, there are some stumbling blocks in the way yet that need to be removed first to make this idea truly work.

First of all, Worldcat records need to be harvested in order to make them findable. But to date Google only harvests a tiny fraction (about 3.5 – 4 million) of the 150 Million Worldcat's records. To be fair though these harvested records represent in large part the most widely held items in the Worldcat. This number is definitely too small to successfully fulfill the desired harmonic interplay of Google – Worldcat and the single libraries.

But even harvesting every Worldcat record would not necessarily be enough because we know from user studies that the first 10 results are what the user looks at and clicks away to. This means that Worldcat records also need to appear within these first 10 records otherwise they won't get any attention and users will not find their way to library collections. According to Matt Goldner, Product and Technology Advocate of OCLC, it appears that especially—or rather mysteriously—only Spanish Worldcat records are ranked very high by Google whereas the probability to see records in other languages within the first 10 results is not very high. He points out though that the current situation still leads a constantly growing stream of users to Worldcat and to the libraries. He states further that by offering these users valuable and useful services and contents there might be a real chance to actually draw them from Google towards Worldcat as their first starting point when they search for information.

I must honestly say that this idea seems to miss the point a bit because the fundamental idea here still remains to reconnect as many users as possible with their local library collections through the Worldcat and not only the minority who searches for the records Google indexed from Worldcat.

The bottom line to me is that sometimes the things are not as easy as they might seem or as they are described. In this particular context of integrating library records within Google we are dealing with huge challenges that won't be easy to overcome, such as Search Engine Optimization for bibliographic records and foremost to get Google and Co. to harvest and index the whole Worldcat dataset. Regarding the latter I'll ask myself at what cost for libraries this might be achieved.

*Matthias Einbrodt*

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At the end of presentation, **Villa Valentina** interviewed some participants...

"The presentation was attractive, but at the same time I think that it's not very clear how the system is going to work."

*Emmanuelle Bermès, Bibliothèque Nationale de France, metadata librarian.*

"The presentation was very interesting and I'm very curious about the management application in future."

*Francesco Serafini, Consorzio Sistema Bibliotecario Nord-Ovest, Milano*

"Nothing substantial; my idea is that they want to replace completely the others producers, I wish they were more friendly to other software vendors."

*Zeno Tajoli - Italy*

## Division IV: Bibliographic Control celebration

Division IV: Bibliographic Control celebrated the completion of the new International Cataloguing Principles, the work of approximately 320 cataloguing experts and rule makers from around the world, at the Division's Programme, on 27 August.



Jaesun Lee and Barbara B. Tillett

IFLA has been the center for international bibliographic standards for many decades. In 1961, IFLA held a meeting of cataloguing experts in Paris that resulted in the famous 'Paris Principles,' as we know them today. These principles formed the foundation of nearly all of the major cataloguing codes now used worldwide. This was an incredible step towards global harmonization of cataloguing practices, which still remains a worthy goal.

In 2001, Natalia Kasparova of the Russian State Library reminded the Cataloguing Section it had been 40 years since the Paris Principles and was

time to review them in light of today's environment. The result of this reminder was the launching of a series of worldwide regional meetings. The goal of this series of IFLA regional meetings was to increase the ability to share cataloguing information worldwide by promoting standards for the content of bibliographic and authority records used in library catalogues. The objectives were to develop the Statement of Principles and also to see if we could get closer together in cataloguing practices and to make recommendations for a possible future International Cataloguing Code. This would be a code for code makers – to identify the rules that we can agree should be in all cataloguing codes. That mission is now accomplished. Five regional meetings were held around the world from 2003-2007, known as the IFLA Meetings of Experts on an International Cataloguing Code (IME ICC).

In all approximately 320 cataloguing experts and rule makers from 107 countries around the world were involved in formulating and approving these new principles. The agreement was reached in a final vote in December 2008 and the resulting Principles and Glossaries were posted on the IFLA website in February 2009.

The published version of IFLA's Statement of International Cataloguing Principles is now available through K.G. Saur as volume 37 of the IFLA Series on Bibliographic Control and includes translations of the principles and Glossary for a total of 20 languages. There is also a section explaining the process and acknowledgements of the many hosts and sponsors – as well as pictures of the participants worldwide.

Everyone had a great time at the celebration!!!

Barbara B. Tillett

**IFLA 2012 to be held in Helsinki, Finland!**

It is our pleasure to announce that the World Library and Information Congress 2012 will be held in Helsinki, Finland!

**Thank you language teams!**

A special thanks to all the language teams who, as in past years, have helped to make the IFLA World Library and Information Congress a truly international event!

Their hard work in the simultaneous interpretation of conference sessions, translations of conference papers, and the translations of IFLA Express are greatly appreciated by all.

**1st International IFLA Football Tournament, Milan 26 August**

Within the framework of this year's IFLA World Congress in Milan, a remarkable event took place: the 1st International IFLA Football Tournament. Some 50 delegates and other library employees had gathered at the Centro Sportivo Fenaroli, the football pitch of the Catholic University of Milan at the northernmost end of the city, on Wednesday 26 August to prove that librarians have not only an outstanding command of dealing with books or bibliographic data but also an outstanding command of handling a ball. There were four teams: one from Italy, one from the Catholic University of Milan, one from the Bavarian State Library, Germany, and one team made up of IFLA delegates from different countries. The IFLA team that, by the way, had never got together before included not only librarians from all over the world, but also the only "lady kicker." The football tournament, the first in the 75-year history of the IFLA, had been organized by Klaus Kempf, head of the Department of Acquisitions, Collection Development and Cataloguing of the Bavarian State Library, and the Catholic University of Milan who had contributed to the success of the tournament not only by providing the football pitch and the catering but also by arranging the logistics.

At the beginning of the tournament, the four teams were solemnly welcomed by playing their corresponding national anthems—for the IFLA team there was the European anthem Ode to Joy—and shortly introduced. Then the matches began. It was played on a small field, each match took 20 minutes (two halves, each of only 10 minutes). The audience that had been

brought from the congress centre to the pitch by an extra shuttle-bus had the opportunity to watch the pulsating matches and many brilliant goals.

About noon, the tournament had some esteemed visitors: Claudia Lux, IFLA President 2007-2009, and Mauro Guerrini, President of the Italian Library Association AIB and head of the IFLA National Organising Committee of Italy. Several pictures of the football teams and the IFLA officials were immediately taken in order to conserve the memory of this 1st International IFLA Football Tournament for the ensuing ages.

Stephan Schwarz

### The final results of the tournament are as follows:

<b>Preliminary</b>			
IFLA -Team	:	Italy	0 : 2
Germany (Bavarian State Library)	:	Università Cattolica (Milan)	1 : 0
Italy	:	Università Cattolica (Milan)	0 : 0
IFLA-Team	:	Germany (Bavarian State Library)	0 : 5
Università Cattolica (Milan)	:	IFLA-Team	2 : 0
Germany (Bavarian State Library)	:	Italy	0 : 1

<b>Semi-Final</b>			
IFLA-Team	:	Italy	0 : 2
Università Cattolica (Milan)	:	Germany (Bavarian State Library)	0 : 2

<b>"Little" Final</b>			
Università Cattolica (Milan)	:	IFLA-Team	2 : 1

<b>Final</b>			
Italy	:	Germany (Bavarian State Library)	1 : 2

### Final Ranking:

- 1st : Germany (Bavarian State Library)
- 2nd : Italy
- 3rd : Università Cattolica (Milan)
- 4th : IFLA-Team



IFLA-Team





**IFLA**  
**Express**  
**Team**

## Language Teams

### Russian



Elena Zimina & Irina Gayshun

### French



Enora Oulc'hen & Vanessa Allnut

### Spanish



Encarni Poyatos & Nicolás Robinson

### German



Anja Weng, Stephan Schwarz, Birgit Stumm,  
Roxana Herzberg, Susanne Riedel

### Arabic



Dina Youseff & Heba Sharobeem

### Chinese



Zhang Leilei, Lei Liang, &  
Song Lirong

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