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# Open Access and Access to Public Libraries

Libraries Driving Access to  
Knowledge – Action for  
Europe, The Hague, 15 April  
2011



**dlbv**

Deutscher  
Bibliotheksverband e.V.

# Overview

- The broader picture: key influences on society
- The public library is relevant to people
- Implications of key societal changes for public libraries
- Europe need to realise the potentials of its public libraries
- Conclusions



# The broader picture: key influences on soc



# Some dynamic change processes

- Change in values
- Demographic changes
- Economic change towards internationalisation
- Cultural change towards globalisation
- Change to service economy
- Ecological change
- New media, new communication technologies



# New media and new communication technologies



# New media and new communication technologies

- media and information literacy
- growing amounts of information
- social collaborative tools
- mobile devices



# New media and new communication technologies

the “new book” is the digital multimedia content from the cloud, accessible from any web enabled device

<http://www.personalizedmedia.com/garys-social-media-count/>



# New media and communication technologies - 2

- experiences with search engines form search expectations
- Information must be:
  - Portable
  - Participatory
  - Personalized





# Targets for digital inclusion, by 2015:

- Regular internet use should increase by 2015 from 60% to 75% and from 41% to 60% for disadvantaged people.
- The proportion of population that has never used the internet should be halved by 2015 to 15%.  
(Baseline in 2009, 30% of individuals aged 16-74 had never used the internet)



# By 2020, Europeans are ...

- digitally connected
- e-skilled
- digital literate
- practices life-long learning



# The public library is relevant to people



Photographer: Gunilla Heiman

# The public library is relevant to people

- Core mission: give people access to knowledge
- Public libraries guarantee quality
- Public libraries provide personalized advice in search strategies and selection
- Public libraries are neutral places
- Public libraries are reliable and trusted places



# The public library is relevant to people 2

- Public libraries have many years of experience in the promotion of reading
- Public libraries are meeting places



# Implications of key societal changes for public libraries



# Implications of key societal changes for public libraries

- Train librarians
- Provide free access to all digital information
- Enrich library catalogues
- Create new spaces for the digital age
- Cooperate with aggregators
- Market the library with its unique service propositions



# Europe needs to realise the potentials of its public libraries





# Europe needs to realise the potentials of its public libraries

Open Access is not only an alternative concept of organising the distribution of scientific information. Underlying is a new value system that aims at making knowledge sustainable by ensuring free and open access and unrestricted use for everyone



## Europe needs to realise the potentials of its public libraries 2

- The EU Copyright Directive of 2001 failed to recognize the importance of harmonized exemptions and limitations
- current copyright law gives close to total legal protection to digital rights management
- Licences often have the effect of restricting access by ignoring copyright exemptions



## Europe needs to realise the potentials of its public libraries 3

- If private contract law for digital information services continues to override legal exemptions, then legal exemptions are useless
- Digital lending in public libraries is currently - if at all - only possible in close analogy to physical lending



## Europe needs to realise the potentials of its public libraries 4

- Legal digital lending of attractive content via a public library is the best prevention of illegal downloads via exchange platforms
- Currently, it is in fact the publisher who decides what is available in libraries and what not
- EU Directive on Lending Rights requires a revision to include also digital lending



# Europe needs to realise the potentials of its public libraries 5

- EU framework for new European strategies and concerted actions
- abolish all barriers built into copyright legislation that contradict the idea of enabling access for all
- European platform to assist the development of models for digital lending in public libraries
- Member States: invest in public libraries and support a national network of public libraries



# Conclusions:



# Conclusions: Libraries...

- are public places for knowledge, for the diversity of opinions and thoughts
- have a role to play in the connection of global and local
- provide access to quality-checked information and knowledge



# Thank you!

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