



# European Bureau of Library, Information and Documentation Associations

**Strategy 2010-2013** (Draft to be agreed by the EBLIDA Council)

## ***EBLIDA: the European Library Association*** ***“Lobbying for libraries”***

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## President's Foreword

This strategic plan replaces the *EBLIDA Strategy 2007 - 2010* which was reviewed at the request of the EBLIDA Executive Committee by a working group consisting of the President, the Vice-President, the Director of EBLIDA and three other members of the EBLIDA Executive Committee: Klaus-Peter Böttger, Glòria Pérez-Salmerón and Aldo Pirola.

Since its foundation in 1992 EBLIDA has achieved outstanding results and an expanding role as a key organisation representing libraries, archives and information sectors and professional staff in Europe.

Lobbying for European libraries is one of the main goals of EBLIDA and is performed at various levels. Establishing trust through the quality of our actions, representing the interests of European libraries and utilizing our networks effectively are the qualities that define our work.

Our organisation has accomplished a lot, especially in the area of intellectual property rights. There is no doubt in my mind that without EBLIDA, copyright legislation in Europe would be more restrictive, less user-friendly and provide less scope for libraries to promote and give access to knowledge and information.

We will continue to follow this successful path. However, I think we have to be honest and admit that all our activities have tended to be reactive. We have reacted against policies which would be detrimental to libraries and in fact to almost all European citizens. We want to change this strategy and from now on be more proactive than reactive.

The key themes of EBLIDA's work during 2010-2013 will be:

- Information law
- Culture and information society
- Digitization and online access
- Information and library education
- Education and lifelong learning
- Library policy for Europe

With the help of our expert groups, we want to build a positive and convincing vision for "Libraries of the Future" and offer this vision to the European Commission.

EBLIDA's great potential strength is its legitimacy, based on the membership structure of national associations as well as individual institutions, representing library, archive and information sectors and professionals in Europe.

For the first time ever, in 2010, all countries of the European Union are represented in EBLIDA by their library associations. The goal for EBLIDA is to maintain, and increase if possible, the representation from E.U. member states, as well as to increase participation from new E.U. member countries and from other European countries represented in the Council of Europe.

With this strategy, the Executive Committee, together with its members and supported by the expert groups, wants to do a successful job in the next three years for the libraries and citizens of Europe.



*Gerald Leitner*  
*President of EBLIDA*

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## **1. Mission Statement**

The Overall mission of EBLIDA is to:

Secure access for all to the benefits of the information society in all formats:

- by active involvement at national and European level with regard to legislative and administrative issues which are of relevance to the library and information sector in Europe
- by supporting formal, informal and non-formal education at all levels, including lifelong learning
- by making culture and cultural diversity accessible and sustainable,
- by supporting scientific and technical development, not least in the areas of Open Access and institutional repositories

EBLIDA should promote and defend the interests of the library, archive and information sectors and the staff working within them for the people of Europe, by:

- lobbying at European level
- providing relevant and up-to-date information about EBLIDA and European library issues
- by seeking involvement in European projects and by organising seminars and workshops of interest to the library and information community

## **2. Objectives and activities**

The main objectives of EBLIDA are stated in the constitution:

- to foster consultation between EBLIDA's members on matters of common concern,
- to act as a channel of communication between EBLIDA's members and other stakeholders, foremost amongst which would be the European Commission, the European Parliament, and other institutions of the European Union,
- to act as a representative voice of the library and information science profession on European matters, and
- to serve and promote the other interests of the library and information science profession, its institutions and its workers in Europe.

In this period EBLIDA's activities will specifically be to:

- increase the influence, impact and cohesion of the library, archive and information sectors and those working within them throughout Europe,
- represent the views of EBLIDA's members to the European Union institutions and other relevant European and international policy-making bodies and to ensure by lobbying and other means that members' legitimate interests are heeded,
- identify European policy issues of legitimate interest and lobby for favourable outcomes,
- raise awareness and disseminate information that is consistent with EBLIDA's mission and objectives,
- recruit and mobilise the membership at European and national level on matters of common concern,
- communicate EBLIDA's members' views to the Council of Europe, and
- engage with right holders, publishers, etc. on matters of common interest.

### 3. Policy areas

In order to achieve EBLIDA's objectives during the period 2010-2013 the policy areas will be:

- **Information law**

EBLIDA will maintain a good awareness of legal issues that affect the provision and circulation of information, especially where libraries and archives are concerned. EBLIDA will address the European institutions by making suggestions regarding laws, or changes to laws that would improve the legal position of libraries and archives. EBLIDA will cooperate and work with other organizations and institutions for these purposes.

- **Culture and information society**

EBLIDA will maintain a good general awareness of European cultural and information society issues, especially where libraries and archives are concerned, and disseminate relevant information concerning these issues to EBLIDA members. EBLIDA will make proposals and formulate position statements to the European institutions regarding cultural issues so as to improve the position of libraries and archives in relation to this area. EBLIDA will cooperate and work with other organizations and institutions for these purposes by, for example, sharing information and best practices.

- **Digitization and online access**

EBLIDA will maintain a good general awareness of issues in relation to digitization and online access across Europe, and disseminate relevant information concerning online accessibility to EBLIDA members. EBLIDA will address the European Institutions, by making proposals and formulating position statements regarding online accessibility so as to improve the position of libraries and archives in Europe and the dissemination of online content. EBLIDA will cooperate and work with other organizations and institutions by, for example, sharing information and best practice.

- **Information and library education**

EBLIDA will maintain a good general awareness of LIS education practice across Europe, and disseminate relevant information concerning the issue to EBLIDA members. EBLIDA will address the European Institutions, by making proposals and formulating position statements so as to promote the mobility and flexibility of qualifications both within countries and across national boundaries and the development of an internationally recognised competency framework. EBLIDA will cooperate and work with other organizations and institutions by, for example, sharing information and best practice.

- **Education and lifelong learning**

EBLIDA will maintain a good general awareness of issues in education and lifelong learning across Europe, and disseminate relevant information concerning education and lifelong learning to EBLIDA members. EBLIDA will address the European Institutions, by making proposals and formulating position statements regarding education and lifelong learning so as to improve the position of libraries and archives in Europe. EBLIDA will

cooperate and work with other organizations and institutions by, for example, sharing information and best practice.

- **Library policy for Europe**

A unified Europe, offering equal rights and opportunities for all its citizens, needs a common European library policy in order to ensure equal and unrestricted access to information, education and culture for all European citizens. At the joint conference of EBLIDA and the NAPLE Forum, held in Vienna in May 2009, it was agreed to strengthen the role and potential of the library service throughout Europe in supporting the European Knowledge Society. Accordingly EBLIDA will work with strategic partners on the basis of the Vienna Declaration to move towards a Library Policy for Europe.

#### **4. Lobbying**

EBLIDA's main goal is to lobby for libraries in Europe.

EBLIDA lobbies to defend and promote the interests of the library, archive and information sector and professionals in Europe, mainly following the policy agenda of the European Commission. The lobbying efforts of EBLIDA operate in two ways:

- Influencing the European and International institutions and organisations
- Providing support to national member organisations.

Influencing European Institutions and officials and achieving positive results is not a straightforward task. There are many possibilities for action, but often a combined effort is required to achieve a successful outcome. EBLIDA acts mainly through its Secretariat, headed by the Director, who is responsible for the management of relations with the European Institutions and international organisations.

As regards members, it is EBLIDA's commitment to encourage, inspire and support their national lobbying actions, providing the necessary alerts and background information when action is required towards a certain policy goal.

It is crucial for EBLIDA's lobbying activities that statements and Position Papers in relation to a certain subject, are carefully prepared, issued and disseminated, in order to maintain and develop institutional and political relations.

The EBLIDA expert groups are central to the lobbying activities of the organisation, adding value to the Secretariat actions towards certain policy issues.

The Expert Groups are comprised of experts involved at a national level in the policy areas and who are able to give an interpretation and direction to the European level activities. The groups operate through active exchange of information and regular meetings for in-depth discussion (two or three times a year). The Director coordinates the exchange of information between the groups and with the Executive Committee.

These groups are crucial to the work of EBLIDA in presenting libraries' views to the European Institutions and in raising national awareness and dissemination of EBLIDA actions. There is also an important role for national representatives as a coordinated action is

sometimes called for. Influencing European Institutions is not a one-way role; a communication link must be established and cultivated and national links must be utilized. The groups also rely on the mobilization of members in order to supply data and evidence to back up their arguments.

The members of each group contribute to activities, to the development of positions, and to the writing of responses to consultations. They may represent EBLIDA at conferences or workshops, hearings, consultations, presentations or meetings with individuals, or support the President's or Director's participation in these events.

Activities of the groups are shared with EBLIDA members through mailing lists and reports are published in a regular newsletter. Members are encouraged to give their feedback and input to the work of the groups so that co-ordinated action can be built up. Members may use the news and views from the groups to inform their own organizations and develop their own responses.

As a complement to the work of the Expert Groups, EBLIDA collaborates with other organizations and participates in transnational European Commission funded projects whose main goals are in line with EBLIDA's objectives and mission. This allows EBLIDA to further expand its network and presence in Europe and to receive feedback on policy issues.

Working on previous achievements and progress, EBLIDA wants to direct thinking towards a European library policy.

At the 2009 annual conference in Vienna, EBLIDA and NAPLE agreed on the Vienna Declaration which was sent to a number of MEPs and national contacts for feedback and comment. Developing on this foundation, EBLIDA intends to engage further with NAPLE in order to prepare a long-term strategy with the aim of achieving a library policy for Europe. The short-term strategy will be to increase discussion amongst stakeholders about the purpose of such a policy, and to develop ideas about the benefits that European coordination on such matters might bring.

## **5. Membership**

EBLIDA's great potential strength is its legitimacy, based on its breadth of representation and the membership structure of the national association members as well as individual institution members, representing library, archive and information sectors and professionals in Europe.

At the start of this period, EBLIDA represents Full Members from all twenty-seven European Union member states as well as members from an additional five non-E.U. countries in Europe.

These members benefit from being part of the EBLIDA network by:

- receiving news on European issues of relevance to libraries,
- having a forum for the exchange of experience and expertise on topics related to library legislation, lobbying, national association management and organization, and national strategy, and
- having representation at European level in discussions that will influence libraries further down the line.

Membership of EBLIDA is both an investment in the future health of the library landscape, and an opportunity to practically participate in improving this landscape.

Members also gain opportunities to participate in conferences at reduced rates and receive information about European consultations and projects.

The main goal for EBLIDA is to maintain, and increase if possible, the representation from E.U. member states, as well as to increase participation from new E.U. member countries and from other European countries represented in the Council of Europe.

The recruitment of new members is the task of the EBLIDA Secretariat and members are invited to assist by promoting the work of EBLIDA and encouraging participation from new members which will help EBLIDA to develop its full potential as the leading voice of the library community in Europe.

## **6. Resources**

### **Financial resources**

EBLIDA's main sources of funds are from membership income and sponsors. Financial resources will be maintained by increasing the membership base where possible, given the difficult economic times. Possible new income streams will be investigated.

The membership fees will be increased on an annual basis in accordance with the yearly Dutch inflation rate in order to ensure the maintenance of core funds and sustainability of the organization.

The secretariat will also investigate the possibility of obtaining E.U. funds and other sources of funding for EBLIDA's activities.

### **Human resources**

Despite having a small secretariat, EBLIDA has made a considerable external impact as a large network of national associations, governed by an active Executive Committee. It remains flexible and non bureaucratic and will ensure that it continues to be proactive and outward looking.

Professional external assistance with financial issues will be maintained as an extra means of financial accuracy.

## **7. Communication**

**EBLIDA News** is the monthly electronic newsletter of the organization, through which valuable information is disseminated and lobbying actions are promoted amongst the members. The newsletter is sent directly to all members and is also available on the EBLIDA website.

The **EBLIDA website** contains up-to-date information and is a key marketing resource and channel for the dissemination of information. The website will continue to be developed by the introduction of new technical features and enhanced content in order to work towards a European Library and Information Knowledge Centre. The possibility of external funding and cooperation with other library organizations towards this aim will be investigated. A secure members' area will be developed for the sharing of more confidential information.

A number of **EBLIDA mailing lists** are used by the Secretariat to keep members and other interested organizations informed about activities or news. Lists for the working groups within EBLIDA will be introduced to improve communication within the organization, and new lists will be created to improve the efficiency of information dissemination to members.

EBLIDA will continue to organise **conferences and workshops** on relevant European issues seeking the active involvement and support of its members in the country concerned. In association with Executive Committee meetings and Expert Group meetings EBLIDA will hold short **local seminars** for information exchange with the library and information community on relevant issues.

In order to support the lobbying activities, EBLIDA will develop **lobbying information flyers** which will highlight the key messages and be distributed to relevant decision-makers in Europe.

Input and feedback from members will be sought with the aim of improving communication within EBLIDA.

## **8. Cooperation with other organizations and networks**

On both the international and European scene there are a number of organizations that have similar aims and goals. In order to strengthen the voice of libraries at the European and national level it will be constructive to coordinate activities and policy initiatives and make use of expertise within these organizations and associations. EBLIDA will therefore continue to expand its co-operation with these organizations to avoid the duplication of effort and to strengthen the impact of actions.

It is foreseen that EBLIDA will collaborate with the following (non-exclusive list of) organizations and networks:

- NAPLE (National Authorities on Public Libraries in Europe),
- LIBER (Ligue des Bibliothèques Européennes de Recherche),
- EUCLID (European Association for Library and Information Education and Research),
- CENL (Conference of European National Librarians),
- eIFL (Electronic Information for Libraries),
- ENCES (European Network for Copyright in support of Education and Science),
- Knowledge Exchange,
- IFLA (International Federation of Library Associations).

EBLIDA will also continue to work with partners outside of the library and information sector (e.g. consumer organizations and ICT stakeholders) to lobby on European issues which have

wide reaching consequences for consumers in general, including library and information users.

Constructive dialogue with right holders and publishers will continue through meetings with representatives to discuss issues of shared concern. It is important for EBLIDA and the library community to clarify and explain how libraries use and wish to use material in a digital environment and to work with right holders to try to find solutions which secure access for all whilst respecting creators' interests.

Cooperation with other organizations will take the form of formalized cooperation (e.g. memoranda of understanding), organization of joint conferences, involvement in European projects and European networks and/or joint lobbying activities on specific issues.

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## 9. Glossary

<b>CENL:</b>	Conference of European National Librarians <a href="http://www.cenl.org">www.cenl.org</a>
<b>Communia Project:</b>	The European Thematic Network on the Digital Public Domain (European funded project of which EBLIDA is a member) <a href="http://communia-project.eu">http://communia-project.eu</a>
<b>EBLIDA:</b>	European Bureau of Library, Information and Documentation Associations <a href="http://www.eblida.org">www.eblida.org</a>
<b>eIFL:</b>	Electronic Information for Libraries <a href="http://www.eifl.net">www.eifl.net</a>
<b>ENCES:</b>	European Network for Copyright in support of Education and Science <a href="http://www.ences.eu">www.ences.eu</a>
<b>EMPOWER:</b>	Second phase of the ENTITLE (Europe's New libraries Together In Transversal Learning Environments) project (European funded project of which EBLIDA is a member) <a href="http://www.entitlelll.eu">http://www.entitlelll.eu</a>
<b>EUCLID:</b>	European Association for Library and Information Education and Research <a href="http://euclid.hio.no">http://euclid.hio.no</a>
<b>Europeana v1.0 Project:</b>	European digital library project (European funded project of which EBLIDA is a member) <a href="https://version1.europeana.eu/web/europeana-project">https://version1.europeana.eu/web/europeana-project</a>
<b>IFLA:</b>	International Federation of Library Associations <a href="http://www.ifla.org">www.ifla.org</a>
<b>Knowledge Exchange:</b>	Knowledge Exchange is a co-operative effort that supports the use and development of Information and Communications Technologies (ICT) infrastructure for higher education and research. <a href="http://www.knowledge-exchange.info/">http://www.knowledge-exchange.info/</a>
<b>LIBER:</b>	Ligue des Bibliothèques Européennes de Recherche <a href="http://www.liber.eu">http://www.liber.eu</a>
<b>Lisbon Strategy:</b>	<a href="http://europa.eu/scadplus/glossary/lisbon_strategy_en.htm">http://europa.eu/scadplus/glossary/lisbon_strategy_en.htm</a>
<b>NAPLE Forum:</b>	National Authorities on Public Libraries in Europe <a href="http://www.naple.info">http://www.naple.info</a>

**MEP:** Member of the European Parliament

**Vienna Declaration:** Signed by EBLIDA and NAPLE Forum in 2009:  
<http://www.eblida.org/uploads/eblida/19/1243334448.pdf>

**WIPO:** World Intellectual Property Organization  
[www.wipo.int](http://www.wipo.int)

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