

Public Libraries as Social Innovation Catalysts

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Public libraries in crisis: from threat to opportunity

- Public libraries urgently need to reinvent their role in society
- From “keepers of collections and buildings” to “agents of innovative community empowerment processes” (Andersen et al. 2013)
- Hubs in networks of overlapping communities of interest, practice, and collaboration
- Social innovations: new ideas (products, services and models) that simultaneously meet social needs and create new social relationships or collaborations (Murray et al. 2010)
- How to use social innovation to scale up the community role of public libraries?

Research questions

- How to create sustainable collaborative networks of communities across organizations and sectors?
- How to embed interorganizational innovations in existing organizational practices, so that they survive beyond the project stage?
- How to grow and link communities of interest, practice, and collaboration with both place-based and virtual dimensions?

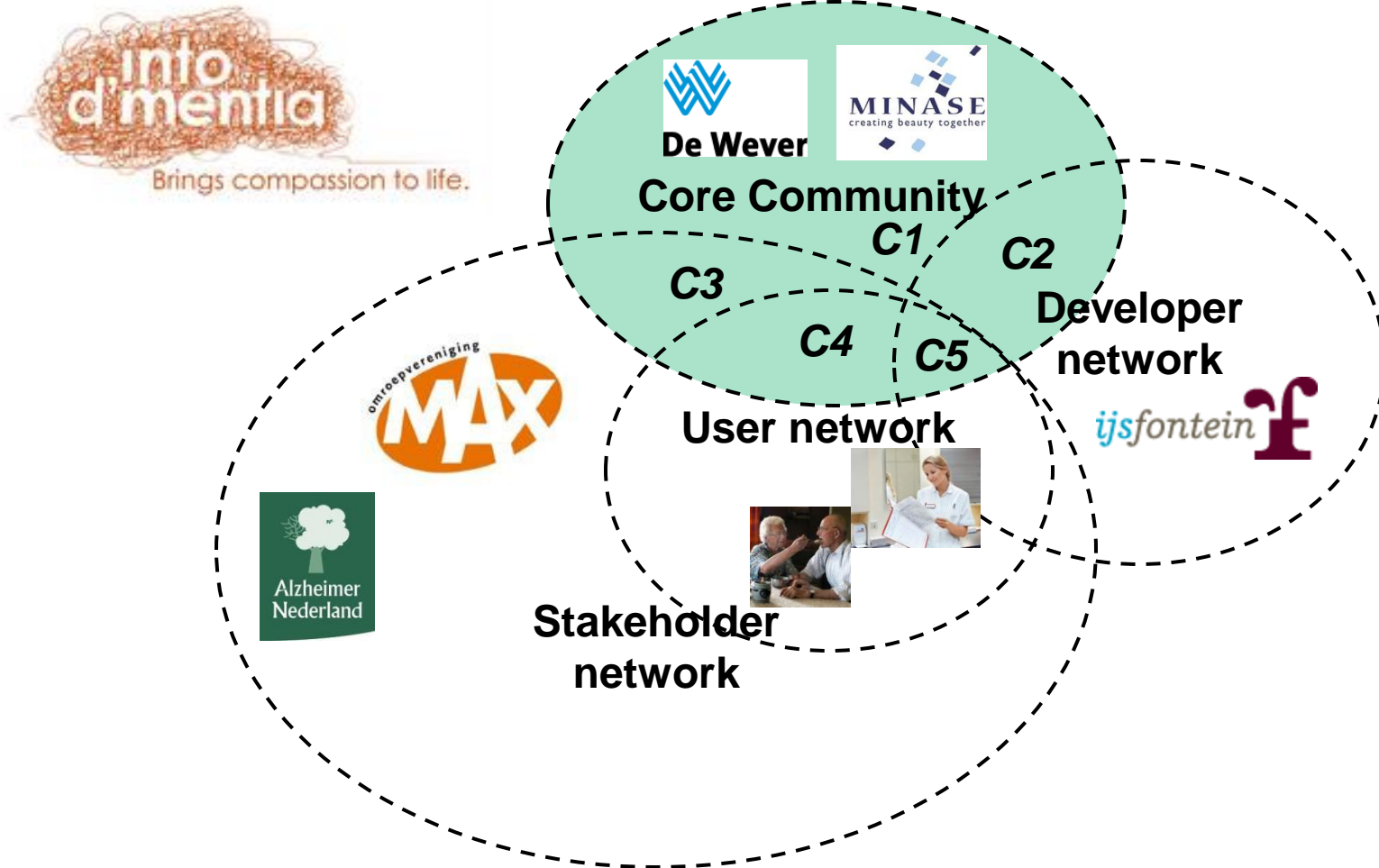


Social innovation

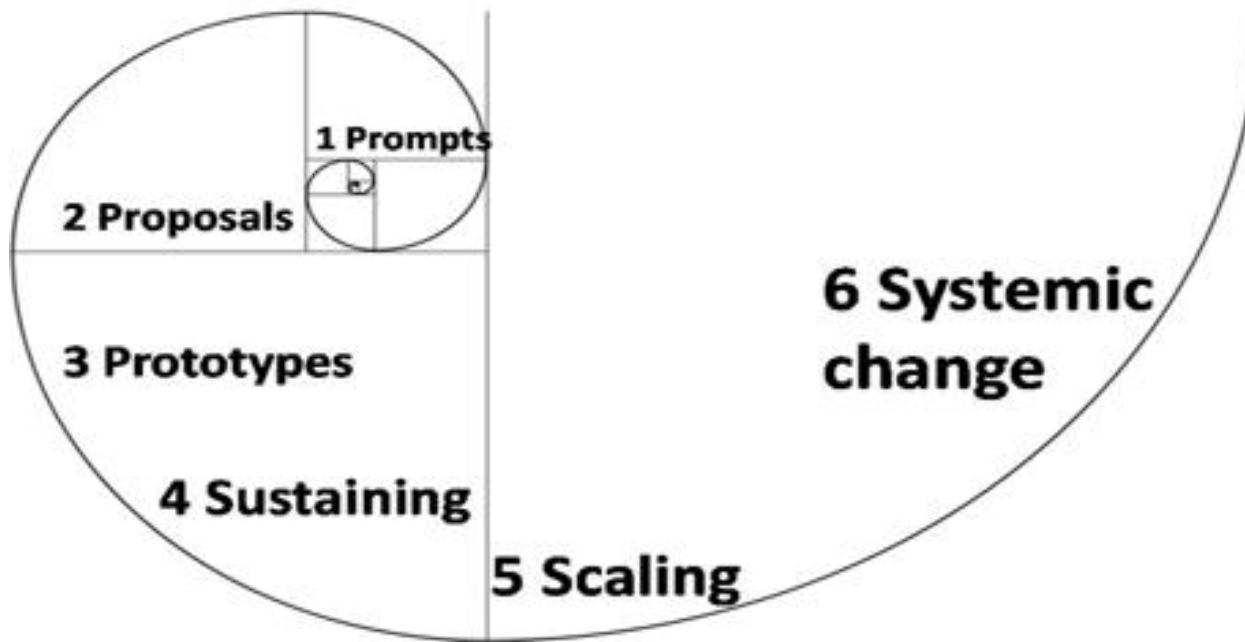
- Many definitions...
- Social (Stanford Social Innovation Review)
 - A novel solution to a social problem that is more effective, efficient, sustainable, or just than existing solutions and for which the value created accrues primarily to society as a whole rather than private individuals
- Economic (e.g. Midpoint Brabant)
 - Governments, enterprises and educational institutes jointly explore new possibilities, discover markets, develop areas and facilities
- Summarizing
 - Jointly with all stakeholders find sustainable solutions for societally relevant problems
 - Create individual and societal added value



Social innovation collaboration model



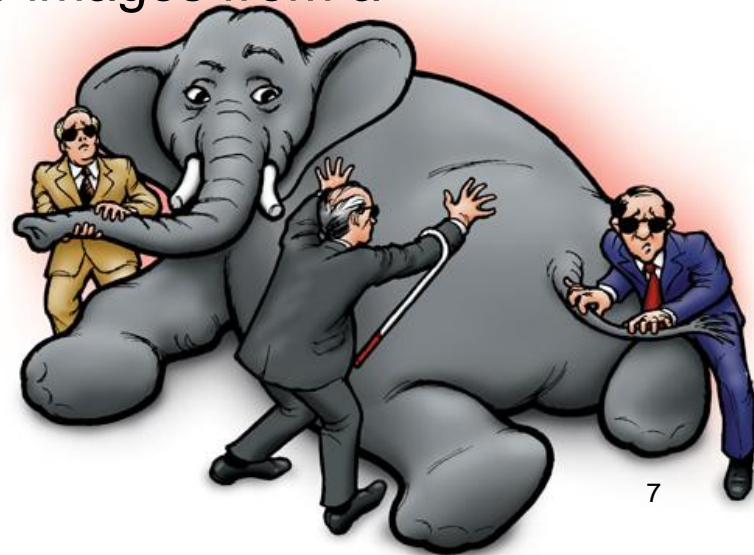
Social innovation process model



Source: http://www.nesta.org.uk/library/documents/Social_Innovator_020310.pdf

Social innovation sensemaking

- Cross-sectoral social innovation = prolonged multi-stakeholder dialogue
- *Aim:* creating web of organizations *and communities* into a new governance structure that is generating innovation and producing societal learning and change
- Sensemaking: ongoing retrospective (& prospective!) development of constructing plausible images from a social context (Weick et al 2005)
- Intra- versus inter-sectoral sensemaking



A practical Social Innovation Sensemaking method

- Using Social Innovation Collaboration & Process model “lenses”
- Workshop 1: intra-sectoral sensemaking
 - Filling the “toolbox”
 - *Potential* inter-sectoral project scenarios
- Workshop 2: inter-sectoral sensemaking
 - *Feasible* inter-sectoral project scenarios
 - *Actual* project proposal outline

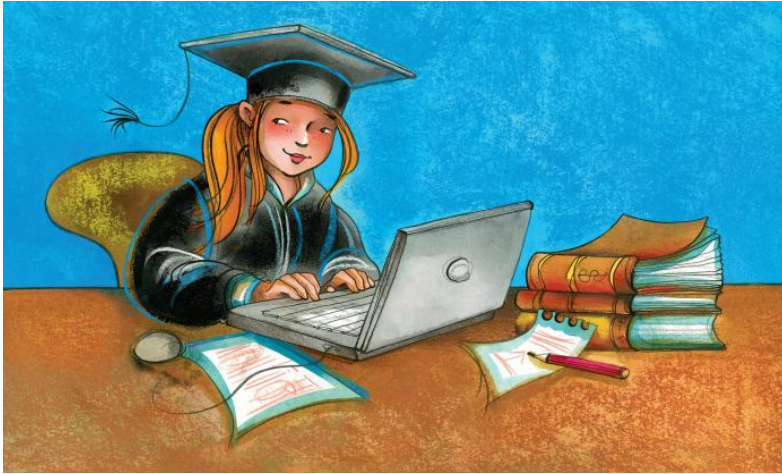
Intra-sectoral sensemaking: A “public library toolbox”



Roles	Tools	Services	Functions
<ul style="list-style-type: none"> - Collectors - Information professionals - Reading consultants - Storytellers - Media coaches - Product managers - Specialists/ advisors - Intermediaries 	<ul style="list-style-type: none"> - Apps - Dialogue tables - E-readers - Buildings - Local networks, contacts - Social capital (low barrier, trustworthy, independent, broad societal reach) - Newsletters - Knowledge & skills - Tempting presentations - Promotion materials - Streaming of content - Study cabins - Social media - Websites - Wifi - Devices - Digital databases - Digital display windows - E-books 	<ul style="list-style-type: none"> - <u>Bookstart</u> - Reading clubs - Lectures & activities - Internships - Study- and workspaces - Interest-based linking - Read-out sessions - Workshops & trainings - Delivery services - CPNB programs (nationwide literature promotion) - Social/cultural education - Services for kindergarten and boarding school education - “The building” (atmosphere) - Individual advice, personal contact (telephone, building, e-mail, social media) - Collection (digital/physical) - Expositions - Online meeting place - Place to “unwind” - Physical meeting place - Facilitating schools - Open writing podiums - Access to worldwide web - Promotion of reading - Organizing 	<ul style="list-style-type: none"> - Warehouse for knowledge and information - Centre of development and learning - Encyclopedia of art & culture - Source of inspiration fo reading and literature - Stage for encounters and debate

Inter-sectoral sensemaking

Case: “Kinderkennisbank”



“Kid’s Knowledge Base”



[home](#) [voor kinderen](#) [voor docenten](#) [voor ouders](#) [over leerlijn filosofie](#) [over wkbrabant](#)

WAT IS FILOSOFIE?

ETHIEK

METAFYSICA

POLITIEKE EN SOCIALE
FILOSOFIE

FILOSOFISCHE
ANTROPOLOGIE

STROMINGEN

GROTE DENKERS

Welkom op de Kinderkennisbank, start met de lessen door op 'start' te klikken of kies een onderwerp uit het roze menu.

➤ Start de les!

IS ER EEN GOD?

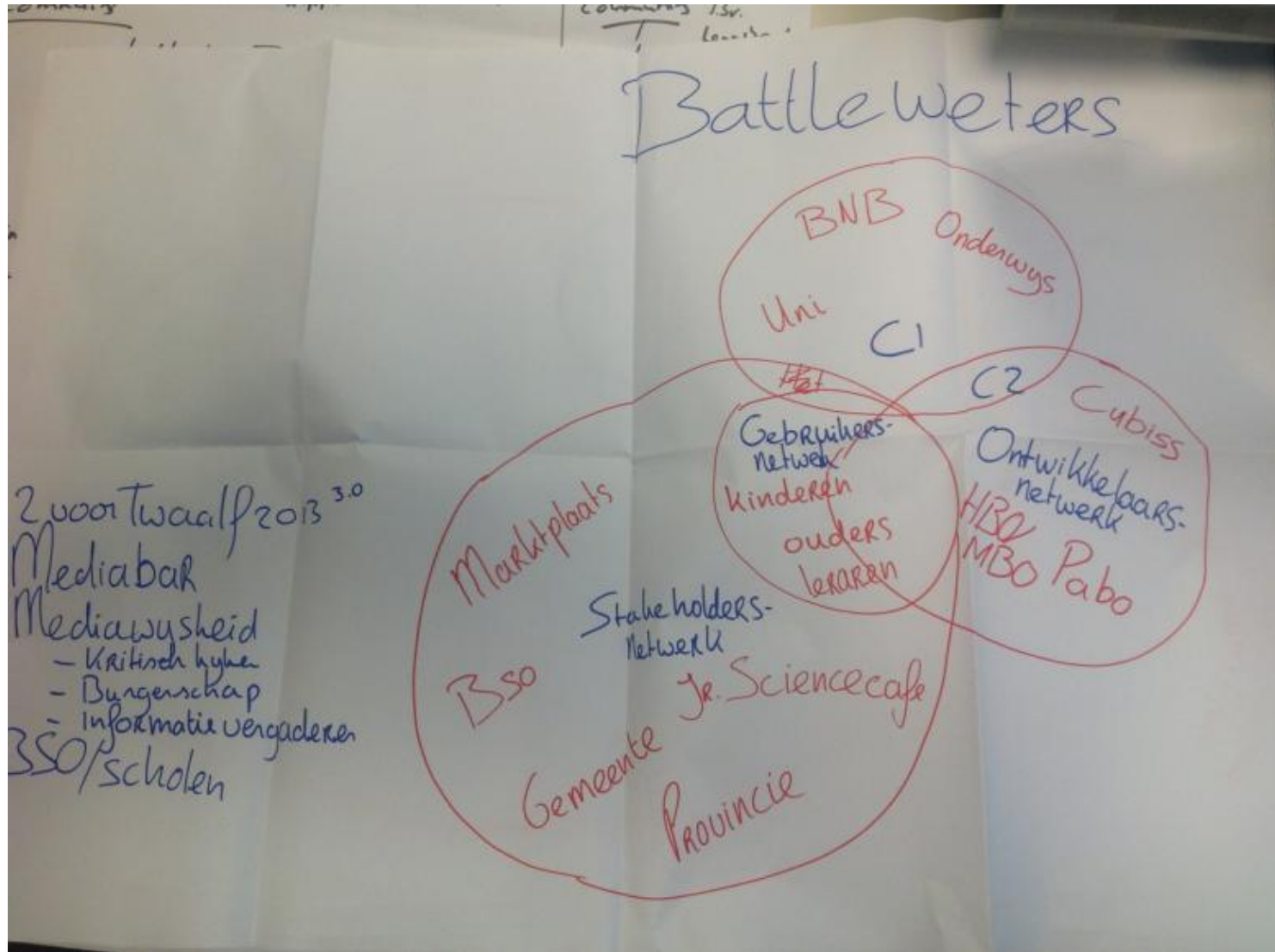
januari 7, 2013

<http://www.kinderkennisbank.nl>

Inter-sectoral sensemaking: Public libraries x universities



Inter-organizational sensemaking: Feasible inter-sectoral project scenario

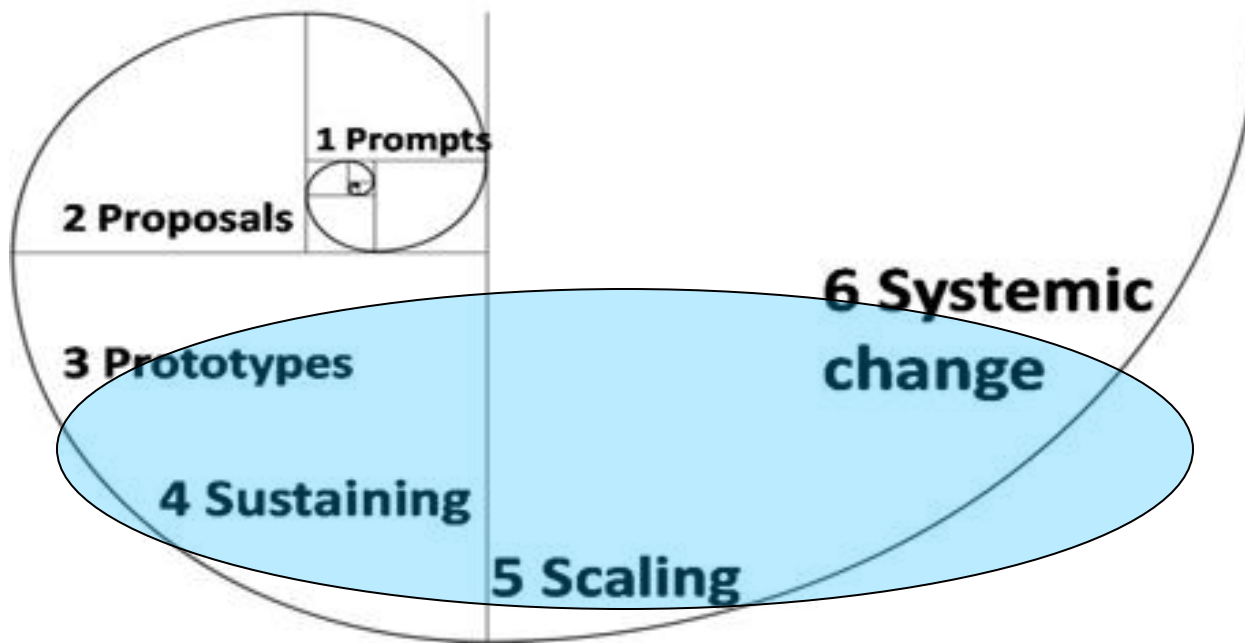


B@ttlewetters happening!



Source: Yvonne Kimman

Intra-sectoral sensemaking: scaling up public libraries innovation



B@ttlewetters format – scaling up...



... and up



Social innovation lessons learnt

- Bring in outside stakeholders (early)
- Public libraries often better at later innovation stages (sustaining and scaling)
- Public libraries can shift their roles in the social innovation collaboration networks over time
- Their large social capital makes public libraries key social innovation catalysts

Towards a SIS methodology

- Initial validation of support for stage 1-3 social innovation process (up to prototype)
- Now working on stage 4 (sustaining)
- New domains
- Further refinement
 - Selection of participants
 - Coordination with developers
 - Legitimacy & stakeholder/community involvement

Public libraries & communities

- Public libraries
 - Bridging the institutional and community world
 - Catalyzing communities of (social) innovation addressing complex societal issues (meta-communities)
 - Librarians stewards of communities of interest, practice, and collaboration (“public sensemakers”)
- Community informatics-based research frameworks and methodologies useful

How to scale up community involvement?

