

IFLA Express 8

The final Chapter from Buenos Aires

Published by: IFLA Headquarters, The Hague, Netherlands

September 2004

First World Library and Information Congress in South America a big success!

Almost 4000 participants from 121 countries attended the World Library and Information Congress, the 70th General Conference of the International Federation of Library Associations and Institutions, which was held in Buenos Aires from 22 – 27 August 2004.

The theme of this year's Congress was *Libraries: Tools for Education and Development*, to emphasize the importance of Libraries for developing communities.

Country Representation

We are very pleased to announce that Argentina was the country with the largest representation, 618 delegates!

Runners up were:

USA	355
Brazil	117
China	110
Chile	109
Russian Fed.	102



Facts and Figures about the conference

3835	Total participants	21	New members joined IFLA
2538	Full time delegates	189	Papers
88	Day registrations	161	Papers in English
37	Flying visitors	121	Papers in Spanish
209	Accompanying persons	75	Papers in French
336	Exhibition visitors	15	Papers in German
91	Volunteers	12	Paper in Russian
1237	First timers	195	Translations from original papers
121	Countries represented		
446	grantees thanks to generous grants		
409	Speakers and Presenters		
96	Exhibitors combined to an exhibition of		
1392	square metres		
222	Meetings		
40	Meetings with Simultaneous Interpretation		
80	Poster Sessions		



IFLA 3M INTERNATIONAL MARKETING AWARD 2004

The Management and Marketing Section of the International Federation of Library Associations and Institutions (IFLA) and 3M Library Systems join to announce the winners of the 3rd IFLA/3M International Marketing Award. First, second, and third prizes were presented at this conference.

Criteria and Applications

For this third award, applications were available in the five official IFLA languages (English, Spanish, French, Italian, German, and also Mandarin/Chinese) on the Web sites of both sponsors, IFLA and 3M. The deadline was November 30, 2003. Altogether there were 52 applicants from all five continents, sent in from 17 countries including : Russian Federation, Australia, Spain, Nigeria, New Zealand, India, United States, Canada, Argentina, Ivory Coast, Philippines, Cuba, United Kingdom, Sweden, Romania, Indonesia, and Chile. Any library, agency, or association in the world that promotes library service was eligible to receive the award.

This year's applicants were judged on the following criteria:

- Strategic approach to marketing communications;
- Creativity and innovation ;
- Potential for generating widespread public visibility and support for libraries;
- Effectiveness illustrated by efforts to emphasize the organization's communication and marketing goals
- Commitment to ongoing marketing and public relations activities

The committee revised the criteria to facilitate increased understanding of marketing, and participation by a broader range of countries. A new goal that was reached was to recognize marketing efforts by developing countries with fewer resources.

Who Won This Year?

First place was given to the school library of Australian Islamic College, located in Kewdale, WA., Australia for using library resources to promote reading and computer literacy to 300 refugee children from Afghanistan, Iraq and Somalia. The library's slogan is "I came, I saw, I read."

The first-place winner received airfare, lodging, and registration for the 2004 World Library and Information Congress and a cash award of \$1,000 (U.S.) to further the marketing efforts of the library.

Second place went to the Krashennikov Regional Research Library, Kamchatka, Russia, for developing and offering outreach programs and services to the elderly and disabled in this region of the country who are psychologically and socially vulnerable. The library's campaign is called, "Remedy for the Soul." Third place went to the African Rice Center in Abidjan, Ivory Coast, for its project to offer current information to the agricultural researchers in the National Agricultural System (NARS) in West Africa.



Call for Poster Sessions WLIC 2005

This year in Buenos Aires there were 80 Posters which combined to a very interesting and well-visited exhibition.

The Call for Poster Sessions for the 2005 World Library and Information Congress in Oslo can be found on IFLANET:

<http://www.ifla.org/IV/ifla71/call-poster-pr2005.htm>



IFLA IN BUENOS AIRES – The Tango Conference!

This year, instead of a report from the Chair of the Professional Committee at the Closing Ceremony, it was decided that she should give her perspective on the conference in the last issue of IFLA Express.

The conference exceeded all our expectations – housed in memorable surroundings and introducing those of us who were unfamiliar with South America to many of the highlights of Buenos Aires. The official ceremonies of Opening and Closing and the social events demonstrated to the delegates a fascinating and culturally rich city. It was also an excellent opportunity to get to know our South American colleagues with the largest Spanish-speaking representation ever known at IFLA and the biggest South American delegation ever. IFLA is truly a world-wide organization with a President from Botswana, a Vice President from Australia, a Secretary General from Singapore and a conference in Argentina!

Space only permits the highlighting of a few of the many professional and social events that took place, but it was a busy and profitable time for all, and an excellent opportunity for the exchange of ideas with colleagues from those parts of the world who do not regularly attend the WLIC. It was the first conference where many of the newly formed Sections, previously Round Tables, had the opportunity to hold sessions and committee meetings and to prepare their programmes for the future in an election year when they will achieve parity with all the other sections, with duly elected Chairs and Secretaries and full committees. It was also the first opportunity for the new Core Activity, the CDNL-IFLA Alliance known as ICABS, to present its programme and inform the delegates of its activities.

The Plenary Sessions were outstanding with all seats taken both for Adolfo Pérez Esquivel, the Argentinian Nobel Peace prize winner and for Ismail Serageldin, Director of the Bibliotheca Alexandrina. It was similarly standing room only for the Newcomers to IFLA session.

One of the many pleasing features of the organization was the day dedicated to student attendance, an opportunity that was enthusiastically taken up by a large student delegation. The conference also saw the convening of the Young Professionals Discussion Group, all of which emphasizes the importance that is attached to the younger or newer generation of librarians.

The volunteers with their red tee shirts were highly visible, ready to assist on every occasion and remained cheerful throughout what must have been an exhausting week for them. The library visits were very popular and were well organized and the shuttle bus between the two hotels, together with the remarkably cheap yellow cabs, eased the flow between meetings in the two locations considerably. The social occasions were enjoyed by all and especially the fantastic, energy-filled cultural evening at the Opera.

One of the new features of this conference was the raffle, organized by asking delegates to bring gifts from their own countries to be raffled to raise funds to pay for delegates from the developing world to attend future IFLA conferences. It raised a very satisfactory US \$4000. Thanks are especially due to Sissel Nilssen and Ellen Tise who were responsible for devising it and to all the IFLA staff who added the task of managing it to all the other tasks that they carry out so efficiently and unobtrusively throughout the conference.

The eight Divisions all worked hard as well as playing hard, both in their committee meetings where they developed their policy for the next couple of years and in their open programmes, and the same is true of the Core Activities, all of which put on interesting and well attended sessions. Great efforts were made to ensure that as many papers as possible were translated into Spanish, or into English if delivered by Spanish speakers, and the Professional Committee was pleased to earmark some of its budget to ensure that this was achieved. A record number of sessions had simultaneous interpretation. There was also a pleasing increase in the number of sections holding joint sessions, in line with the new policy proposed by the Professional Committee.



All took advantage of the Latin American environment, both in the organization of satellite meetings, for example that of the Management and Marketing Section in Sao Paulo, Brazil, attended by almost 250 participants from 26 countries, with papers translated into 4 languages, Portuguese, English, Spanish and French and the conference held in the Universidad de San Andrés, Buenos Aires, where 45 participants from 20 countries met to advance the IFLA International Cataloguing Principles to replace the 1961 Paris Principles.

Similarly, in the main conference programme, there was a pervading Latin American theme. Parliamentary Libraries founded the Latin American Association of Parliamentary Libraries. The contrast between the role of national libraries in different parts of the world was highlighted by the case of Trinidad and Tobago, where the national library runs the public and school library service, as is normal in the Caribbean and in other parts of the world, unlike the European situation. Multicultural Libraries spent a whole day highlighting the Library Service for Multicultural populations in Latin America and the Caribbean. There was a story-telling session in Spanish and English organized by the School Libraries Section and Intercultural, Bilingual Education and the development of indigenous libraries in Latin America was the theme of the Multicultural Section.

The Classification and Indexing Section included a report on SACO in Latin America and a paper from Mexico in its programme and the Preservation and Conservation and Audiovisual Sections held a joint programme which included video and audio presentations from organizations in Brazil, Chile and Uruguay. The Division of Education and Research paid a well organized visit to the LIS Research Institute (INIBI) of the University of Buenos Aires, and papers in Spanish and English marked a high degree of exchange and marked the beginning of collaboration which will be continued in the Divisions' activities and publications.

Record attendances were recorded at many of the sessions and a wide range of publications was reported from the various sections, not least the publication of the Children's and Young Adults Guidelines in Spanish and English. ►

The Telecentres Workshop proved a great success and generated considerable interest and the President-elect explored his theme of partnership in a session that had contributors from all sections of the IFLA community from members of the Governing Board to First-timers.

The poster sessions proved as popular as ever and provided many insights into the situation in Latin America. Five were marked out by the judges for special mention, with the winner being "Young library volunteers: from passive users to active designers", presented by Verena Tibljas of Croatia. The winner of the Best newsletter prize was Library & Research Services for Parliaments, and the Section was presented with a copy of their winning newsletter specially bound by Kelly Moore of IFLA Headquarters staff.

All in all, it was a memorable conference and one that will remain in the IFLA corporate memory as its first visit to South America. As the president said of her first conference as president, one can never forget one's first baby and there is nothing like it!

I.C. McIlwaine
Chair, IFLA Professional Committee

Winners of Free Registrations

At the closing session 3 winners of a free registration for the 2005 World Library and Information Congress in Oslo, Norway were announced.

The winners of the free registrations are:

Claudia G. Casarin, Argentina
María Elena Santiago, Argentina
Sarah Kagoda-Batuwa, Tanzania

A fourth winner will be drawn from the all evaluation forms, including those forms that were sent to Niels Ole Pors at the Royal School of Library and Information Science in Denmark. IFLA would like to use this opportunity to thank Mr. Pors for collecting and compiling the information from the evaluation forms and providing us with a great tool for development and improvement.

IFLA Express credits

We especially want to thank the following persons and public organisations for their valuable support which made the IFLA Express issues possible during the 2004 World Library and Information Congress in Buenos Aires:

- Cultural and Cooperation Department, Embassy of Spain in Argentina.
- Leonardo Adami and his team (Spanish and English versions, new design and printing)
- Kathrin Gitmans and her team (German version)
- Ludmila Kozlova and her team (Russian version)
- Françoise Lerouge and her team (French version)
- Alejandra Vela (PCO Staff. Attended IFLA Express Office during its working days)
- Volunteers who daily distributed them

Did you enjoy yourself?

Come to Oslo next year!

Illustrated with a touching violin performance at the closing session, the Oslo Organising Committee gave all delegates a preview of the World Library and Information Congress promises in Oslo, Norway next year.



See you in Oslo in 2005!

Resolutions at Council II

At the first Council meeting quorum was reached and therefore voting could take place on the proposed resolution.

There was 1 resolution 'Lending Right - a Resolution on Defence of Public Lending right by Libraries. '

The resolution was forwarded to IFLA Copyright and other Legal matters Core Activity (IFLA/CLM). The Governing Board appointed the CLM chair to form a committee that is inclusive of all concerned and to include the ►

IFLA/OCLC Early Career Development Fellowship program 2005

At a news conference during IFLA's World Library and Information Congress (WLIC) Conference, Jay Jordan, President and Chief Executive Officer of OCLC, announced the Class of 2005 for the IFLA/OCLC Early Career Development Fellowship program. They are:

- * Mr. Thomas Bello, Systems Librarian, University of Malawi Libraries, Zomba, Malawi
- * Ms. Xiaoqing Cai, Librarian, Sun Yat-sen University Library, Guangzhou, Guangdong, China
- * Mr. Edwar Delgado, Library Director, Albania School, Albania, Guajira, Colombia
- * Ms. Lela Nanuashvili, Lecturer, Department of Library Science, Tbilisi State University of Culture and Arts, Tbilisi, Georgia
- * Rev. Gillian Wilson, Librarian, United Theological College of the West Indies, Kingston, Jamaica, West Indies

The American Theological Library Association will underwrite one Fellowship this year, that of Rev. Wilson.

We received 48 complete, qualified applications for this year's program. The application information for the 2006 class will be available in October, 2004.

www.oclc.org/institute/resources/fellowships/ifla/

Chair of Division 8 and the IFLA Section on Public Libraries to discuss the issue.

The full minutes of the Council Meetings and the texts of the resolution will be posted on IFLANET <www.ifla.org> soon and they will also be distributed with the convening notice for the next Council Meetings in 2005.

The IFLA/FAIFE Theme Report 2004

Libraries for lifelong literacy. Unrestricted access to information as a basis for lifelong learning and empowerment was launched at a press conference on 24th August in Buenos Aires. The report is the fourth volume of the IFLA/FAIFE World Report Series.

Professor Paul Sturges, Chair of the IFLA/FAIFE Committee, said: *"In this Theme Report our authors explore the relationship between unrestricted access to information and lifelong literacy in a wide variety of ways. Their approaches, however, have an underlying link in common. Each approach seeks to tell us something important about the way information nourishes the skills that a human being requires to function as an autonomous actor in the world. [...] This is why freedom of access to information is such an important ideal for society and why it has come to be identified as a human right".*

The Theme Report 2004 presents visions on how libraries can promote literacy and lifelong learning. The literacy process has to be recognised as inclusive of all ranges of communication, and it occurs at all levels and ages of societies, ►

whether they are predominantly oral societies or have a culture of reading as a basis for accessing information. Such an approach will create a fundamental shift and redress the denial of a right of access to information, by most librarians, for millions of people who rely on orality as their equivalent of the lifelong literacy process.

More information about the report and ordering details can be found on www.ifla.org/faife



Tango dancing at the opening of the exhibition

New Members join IFLA!

IFLA welcomes the following new members, who joined IFLA during the congress in Buenos Aires.

National Associations

- Association pour la Promotion des Sciences de l'Information Documentaire – Côte d'Ivoire
- Association des Bibliothécaires, Documentalistes, Archivistes et Museologues – Democratic Republic of the Congo
- Sierra Leone Association of Librarians – Sierra Leone

Other Associations

This new membership category was introduced during the conference, and 2 associations immediately took advantage.

- Grupo de Informação e Documentação Jurídica do Rio de Janeiro – Brazil
- Bibliothèque publique du Québec – Canada

Institution

- Universidade Agostinho Neto – Angola

Personal Affiliates

- Pedro Rogério F. Rey, Angola
- Analía Cañibano, Argentina
- Iris Carmen Rodríguez Umpierrez, Argentina
- Maria de Farima Pereira Raposo, Brazil
- Maryon McClary, Canada
- Juanita Jara De Sumar, Canada
- Amparo Rios de Fleres, Guatemala
- Stephney Ferguson, Jamaica
- Taghreed Alqudsi-Ghabra, Kuwait
- Ghaji Badawi, Nigeria

Student Affiliates

- Nancy Digiacomio, Argentina
- Maria Angela Sosa, Argentina
- Mariella Justo, Peru
- David Eifler, United States