



# TRANSFORMING PUBLIC LIBRARIES from READING PLACE to BUSINESS AGENT

## Activity of Japan Business Libraries Association(JBLA), founded in Dec. 2000

**JBLA Membership**  
 Individual members: 201  
 Organization members: 15  
 Support members: 15

### Public Library can help revitalizing local economy?

90S' . . . The complexity of the information environment, and Deteriorating economic environment in Japan.

→ Want to break through this situation !

Public libraries can be not only for booklovers, but also

- meeting everyday business needs,
- entrepreneurs,
- S&M sized enterprises !

- Voices from
- Public/Special/Academic Librarians,
  - Civil Society,
  - Researchers in Management / Library and Information Science,
  - Government Officials in MEXT(Ministry of Education, Culture, Sports, Science and Technology), METI(Ministry of Economy, Trade and Industry),
  - Journalists



Formed a unique group, which became a base for JBLA

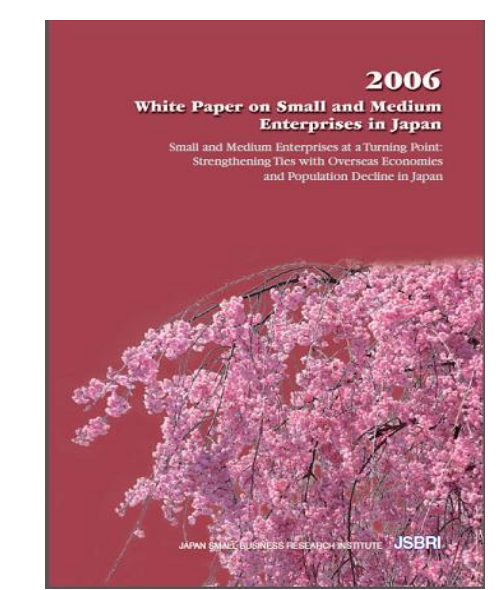
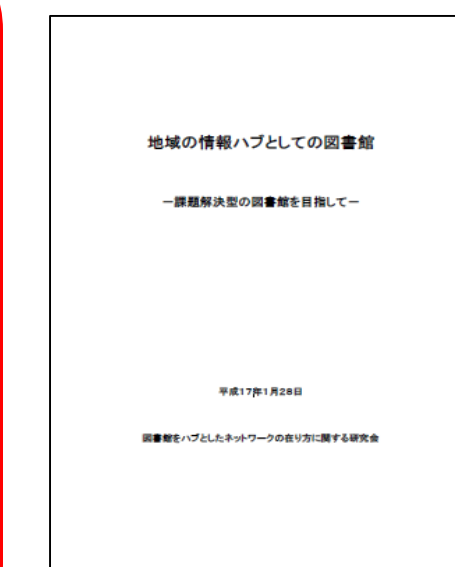
### JBLA Mission: Non-profit and independent organization, founded in Dec. 2000

JBLA's mission is to promote libraries' commitment in local economy by providing business information services to citizens, NPO's, and small businesses in the community. We aim to support the development of regional economy through our activity.

### Promoting business services to nationwide

#### 1) Embodying National Policies

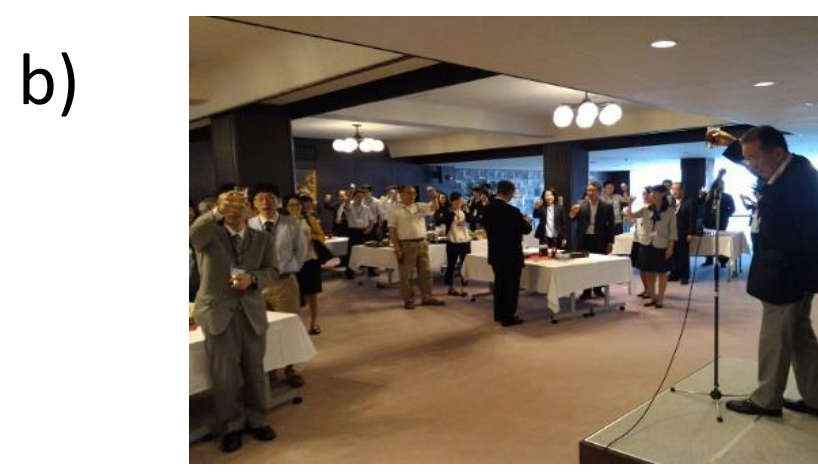
- ECONOMIC REFORM POLICY, 2003**  
Calls developing social environment for business support libraries  
→ Providing great impact on the outside of Libraries' Community
- POLICY FOR PUBLIC LIBRARIES, 2006**  
Needs to expand the library function to "problem-solving"  
Redefine the library role to be an "information hub"
- WHITE PAPER on Small and Medium Enterprises in Japan, 2006**  
Introduces public libraries as a useful information resource for SMEs



→ Libraries face a increasing expectation from not only book lovers, but wider range of citizens

#### 2) Nurturing business librarians

- Hold seminars to be a business librarian(3-days course, 364 participants in 13 years)
- Provide virtual and real forum for networking among members
- Disseminate mailshot where members can exchange information, thoughts, and inquiries
- Introduce cases of successful service as a model, "You can do it, too!"
- Price negotiation of library materials: databases, reference books
- Have two working groups: Collection Building Group & Global Group



#### 3) Facilitating various activities among members

Buz librarians graduated from JBLA seminars became trainers for the next



Library as reading place

PLUS



a) Fashion Show at the library: promote local industry and young designers



b) Exhibition of local wood works



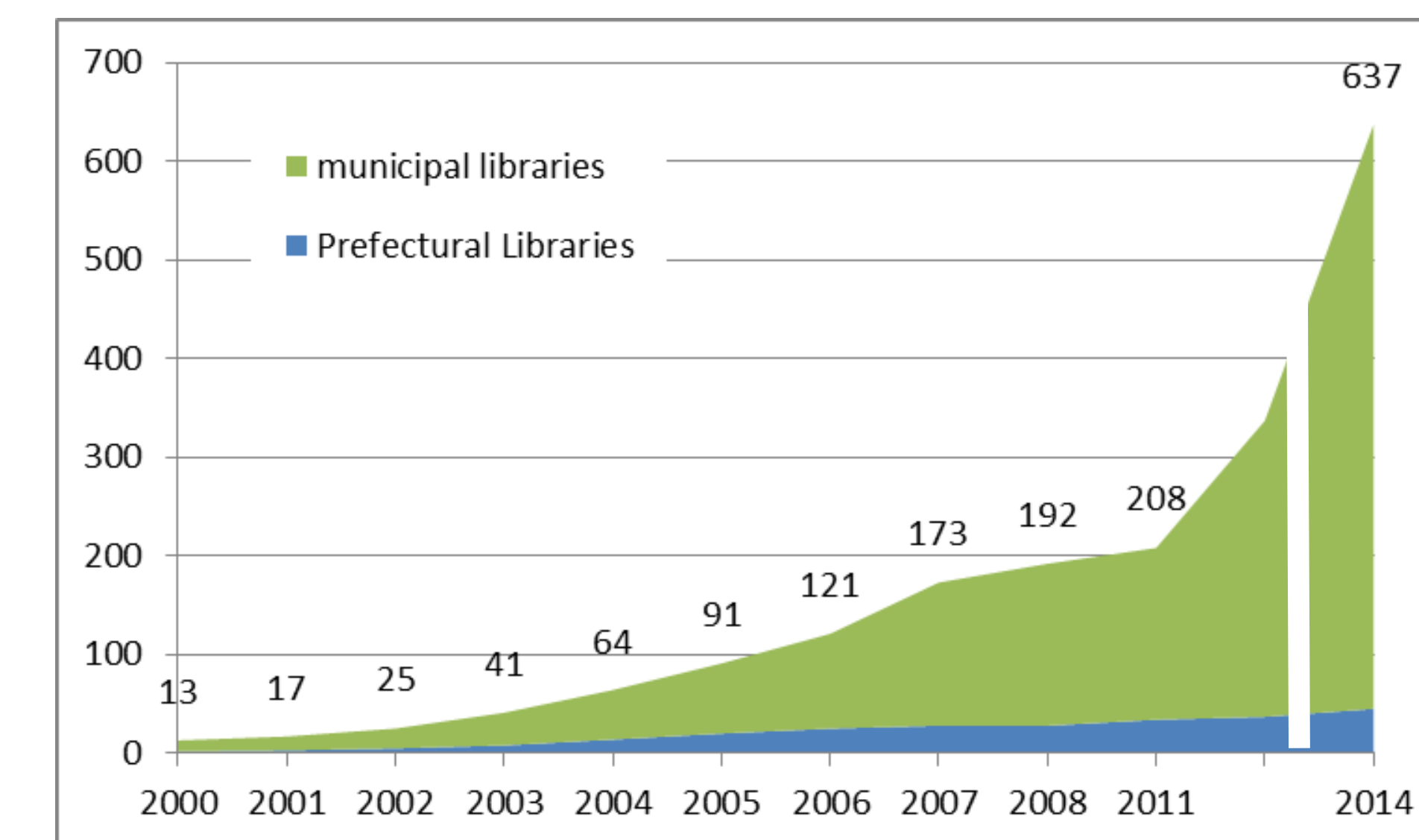
c) Tie up with a local soccer team: soccer player read a book for kids



d) Magazine Sponsor System

### Accomplishments of JBLA

#### 1) Increased the number of libraries that provide business support



#### 2) Changed the library image: raise awareness as information resource

- Useful for adults, too!
- Visit for not only reading, but various other purposes
- Appreciated by lawmakers and public officials

#### 3) Contributed to revitalize regional economy

See the next Poster

OUTREACH TO FARMERS TO SUPPORT LOCAL AGRICULTURAL INDUSTRY

#### 4) Developed human network

- among librarians
- between librarians and other professionals in other organizations
- connect other departments in the local government
- among local citizens