Case studies template

PR2

ICCU – December 2022

Introduction

This document provides the template for the development of the Case Studies on digital transformation in libraries.

The ADELE project aims to contribute to the internationalisation of organisations that choose a path of digital transformation. Through the network they can connect, collaborate, compare, and exchange ideas with organisations across Europe and beyond.

The 100 case studies are aimed at initiating the digital transformation of libraries and inspiring libraries that want to improve their performance on certain areas of the tool.

The areas of the ADELE tool cover the use of digital technologies in libraries from different perspectives: management, infrastructure and equipment but also lifelong learning, users training opportunities and community and stakeholders involvement.

The case studies may be linked to an activity, a service, a new professional profile, an initiative, a place or a library infrastructure in line with the areas and the statements of the ADELE tool. We aim to create a database of good practices to foster innovation and the adoption of digital practices in the library.

Library presenting the case study (Name, city, website and contact details)	Library System of Fano - MEMO, Italy Website: https://sistemabibliotecariofano.it General email: memoinfo@comune.fano.pu.it Contact email: valeria.patregnani@comune.fano.pu.it
Title of the case study	WOM: Worth One Minute
Area of ADELE tool illustrated by the case study *Please underline the selected area*	□ *Management* □ *Infrastructure, Equipment and Support* □ *Continuing Professional Development* □ *Self-reflection on digital competences* □ *Learning opportunities on digital competences for users* x *Collaboration, Networking, and Community*
Description of the experience: aim, methods and outcomes	WOM - "Worth One Minute" is a general-purpose rewarding platform based on a voucher exchange system. Reading and commitment in the cultural field have an intrinsic social value so the platform WOM recognizes all those actions by generating social digital vouchers. By making cultural actions, every user gains WOM. Local shops can take part in the project by becoming components that can accept WOM vouchers in exchange for services and discounts. The platform was acquired as part of the "ReadSharing. Shared reading" project funded by the Center for the Book and reading, CEPELL, Centro per il libro e la lettura. The aim is to create social value through digital awareness promoting reading and the establishment of a citizen network that rewards reading. The Library System of Fano uses the platform involving high schools and merchants of Fano.
Resources needed to implement the idea Please, provide any link and/or send them in attachment	DIGIT srl a spin-off of the University of Urbino; Librarians and staff; Contents for social media pages and profile to promote the initiative.
Target groups	Young students of high schools and merchants to promote reading and cultural consumption
Elements of innovation	The WOM platform is founded on the conviction that the core of technology, platforms and software need to be in the interest of human people and society and that social and digital innovation can be related through culture (reading, libraries, knowledge).
Tips to other library staff using this idea	To plan in advance all the entire activity and evaluate the cost in the short and in the long term; Do not underestimate the importance of the net: consider involving the municipal administration to gather a larger number of participants and among the merchants of the city.
Keywords	#readsharing #readingpromotion

| References | https://wom.social/home
https://www.facebook.com/wom.digit.srl
https://www.instagram.com/wom.italia/ |