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Advancing Digital Empowerment
of Libraries in Europe

Case studies template

PR2

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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)

Delfini Library – Modena City Libraries
Website: <https://www.comune.modena.it/biblioteche>
General email: servizio.biblioteche@comune.modena.it
Contact email: thelma.gramolelli@comune.modena.it

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<p>Title of the case study</p>	<p>Bookchallenge</p>
<p>Area of ADELE tool illustrated by the case study <i>Please underline the selected area</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> <i>Management</i> <input type="checkbox"/> <i>Infrastructure, Equipment and Support</i> <input type="checkbox"/> <i>Continuing Professional Development</i> <input type="checkbox"/> <i>Self-reflection on digital competences</i> <input type="checkbox"/> <i>Learning opportunities on digital competences for users</i> <input checked="" type="checkbox"/> <i>Collaboration, Networking, and Community</i>
<p>Description of the experience: aim, methods and outcomes</p>	<p>Bookchallenge consists of a monthly game connected with the Facebook page of the library. It is composed of a bucket list with reading assignments to complete each month. We also created a Facebook Group to facilitate the game gathering all the players linked to the main Facebook page. In order to win the challenge and get a symbolic reward at the end of the year, each player must:</p> <ul style="list-style-type: none"> ● sign up and join the group. ● post photos of the books read during the 12 months of the game, according to the bucket list instructions. ● comment on at least one of the suggested books. <p>The purpose of the project is to create a large virtual community, increasing the engagement of people and gathering new ones. Members are encouraged to post and visit the group often, joining and participating in our discussions. This select group could be a preferred partner for other activities such as reading groups, author talks, and so on.</p>
<p>Resources needed to implement the idea <i>Please, provide any link and/or send them in attachment</i></p>	<p>A team for game design; Social Media Manager who organizes the activities; Reference librarians who support the challenge with monthly book exhibitions; Digital and graphic contents for social media pages to promote the challenge.</p>
<p>Target groups</p>	<p>Users more active on Facebook (25-55 years old).</p>
<p>Elements of innovation</p>	<p>The element of innovation in our specific case is to set up an online group of highly motivated readers connected to the library and eager to interact with librarians and other users. We can define them as "keen readers" and they are a very important users base.</p> <p>We do not know if they are just followers on Facebook or if they have ever shown up in our libraries. There are now 73 of them and we hope they can go from virtual to reality and get involved in our events in person</p>
<p>Tips to other library staff using this idea</p>	<p>To search similar projects in other libraries (national and international) in order to take inspiration and develop best</p>





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	<p>practices; To prepare a summary (bucket list) in advance trying to enclose different kinds of readings and tastes; To make up an attractive and cozy marketing strategy; To communicate in a friendly way with participants; To check daily the posts and don't forget to give a feedback to each comment or image; To collect a large number of photos to enrich your page.</p>
Keywords	<p>#bookchallenge #readingpromotion</p>
References	<p>https://www.facebook.com/groups/826038408472685</p>



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