



11th Congress of Baltic Librarians
The Impact of Libraries in the Society
22 October 2020

Moderators: Ragnar Siil & Jorma Sarv/ Creativity Lab

10.00–11.40 Opening Session

Welcome addresses:

10.00 Greetings from presidents of the Estonian, Latvian and Lithuanian librarians associations/ **Tuuliki Tõiste, Māra Jēkabsons, Jolita Steponaitienė**

10.10 Greetings to Baltic librarians/ **Barbara Lison**, to serve as IFLA President 2021-2023

10.20–11.40 The Impact of Libraries in the Society

10.20 The impact of libraries in the society/ **Silvia Modig**, Member of the European Parliament, President of Finnish Library Association

10.40 Beyond the sharing in heritage/ **Prof. dr. Rimvydas Laužikas**, Professor of Digital Social Science and Humanities, Faculty of Communication, Vilnius University

11.00 Swedish National Library's experience in compiling a national development plan/ **Lars Ilshammar**, Deputy National Librarian, National Library of Sweden

11.20–11.40 Discussion

11.40–12.30 Break

12.30–13.50 Nationwide library development projects aimed for the future

- 12.30 Leadership of Lithuanian libraries in responding to the challenges of the digital age
Prof. dr. Renaldas Gudauskas, Director General of Martynas Mažvydas National Library of Lithuania
- 12.45 Customers in focus: building nationwide library (e-)services to strengthen the impact of libraries
Jane Makke, Head of the Library Services Development Centre, National Library of Estonia
- 13.00 Implementation of a new data model in Latvian libraries. Practical experience of the National Library of Latvia (2013–2019)
Maira Kreislere, Head of the Data and Knowledge Management Department, National Library of Latvia;
Vineta Ločmele, Metadata Editor of the Metadata Department, National Library of Latvia
- 13.20 3rd e-BOOK Library – nationwide success through government support
Alīna Pūce, Chief Librarian of Valmiera Library

13.35–13.50 Q&A, discussion

14.30–15.35 Trends in the use of libraries

- 14.30 Estonian libraries and librarians during the COVID-19 outbreak
Krista Lepik, Lecturer in Information Science, Institute of Social Studies, Tartu University
Ilmar Vaaro, Assistant in Information Science, Institute of Social Studies, Tartu University
- 14.45 New trends and practices in the work of libraries of Latvia during the last 3 years
Māra Jēkabsons, Chief Librarian of Library Development Centre of National Library of Latvia; President of Library Association of Latvia
- 15.00 Digital literacy progress, libraries brought to its users: 2009–2019
Giedrė Čistovienė, Head of Project Management Unit, Martynas Mažvydas National Library of Lithuania

15.15-15.35 Q&A, discussion

12.30–13.50 Cooperation and collaboration

- 12.30 How to catch the future of libraries?
Ülle Taliärm, Library Adviser at the Estonian Ministry of Culture
- 12.45 Cooperation between public and school libraries: situation in Latvia, examples of good practice, forms of cooperation
Madara Freivalde, Chief Librarian of Library Development Centre, National Library of Latvia
- 13.00 Estonian Librarians Association as a developer of librarianship: vision document “The 21st Century Library”
Asko Tamme, Deputy Mayor of Tartu City Government
- 13.15 Cooperation between libraries in the region in the implementation of the Marrakesh Treaty
Inga Davidonienė, Director of the Lithuanian Library for the Blind

13.30–13.50 Q&A, discussion

14.30–15.35 Open data and open science

- 14.30 How can we accelerate transition to open access
Marika Meltsas, e-resources Licensing Programme Manager at Estonian Library Network Consortium ELNET
- 14.45 The landscape of Open Science in Latvia: research and mapping results
Jānis Kreicbergs, Open Science Project Manager, National Library of Latvia
- 15.00 Academic libraries for research data management support
Gintarė Tautkevičienė, Director, Kaunas University of Technology Library;
Ieva Cesevičiūtė, Head of Research Information Services, Kaunas University of Technology Library

15.15-15.35 Q&A, discussion

15.40-16.00 Summary and final words

New developments and services in the libraries. Short presentations 5 min **videos**

Videos are shown during the break time and are viewable from congress website.

Lithuania

- Development of innovative services in libraries: case of book vending machine/ **Toma Gergelienė**, *Head of Book Lending Department, Klaipėda County Public Library*
- The anatomy of a book: A unique educational display of informative posters/ **Justė Jablonskienė**, *Cultural Project and Personnel Manager at the Anykščiai L. ir S. Didžiuliai Public Library*
- Branding the academic library/ **Dalia Mikėnė**, *Information Specialist at Mykolas Romeris University Library*
- Autism friendly library: The (re)active element to special needs inclusion/ **Gintautas Jazdauskas**, *Cultural Project Manager of Šiauliai County Povilas Višinskis Public Library*
- In search of the perfect strategy: promoting the national Open Access Research Data Archive/ **Gintė Medzvieckaitė**, *Data Manager of Vilnius University Library*

Latvia

- Can social media promote reading among youth?/ **Itija Vespere**, *Public relations specialist of Kuldīga Main Library*
- A Library without a librarian/ **Ilona Vēliņa-Švilpe**, *Principal Librarian at University of Latvia Library*
- A meditation room as an innovation for a library's mission/ **Ilmārs Latkovskis**, *Director of the Mediation Room, National Library of Latvia*
- Activity #librarianfashion – how to break stereotypes brave and stylish/ **Māra Jēkabsons**, *Chief Librarian of Library Development Centre, National Library of Latvia; President of Library Association of Latvia*

Estonia

- Going virtual - Tallinn Central Library Online/ **Kristi Veeber**, *Development Manager at Tallinn Central Library*
- What could Tartu City Library pass on to the Smartguy in the Pocket?/ **Tiina Sulg**, *librarian at fiction department and Laura Loolaid clerk at computer lab of Tartu City Library*
- New services in Viimsi library/ **Sandra Rohesalu**, *Marketing Manager of Viimsi Library*
- What are young professionals talking about? /**Young Professionals Clubs** from Estonia, Latvia, Lithuania