

JULY 2014



PUBLIC LIBRARIES ADVANCING COMMUNITY DEVELOPMENT IN LATIN AMERICA

eifl PUBLIC LIBRARY
INNOVATION
PROGRAMME

EIFL's Public Library Innovation Programme advances community development by enabling public libraries to implement innovative ideas that use technology to improve people's lives and livelihoods.

CONTENTS

PUBLIC LIBRARIES -	
EMPOWERING WOMEN	3
IMPROVING FARMERS' LIVES	5
CONTRIBUTING TO DIGITAL INCLUSION	6

COVER PHOTO: Rosalinda Tay, a skilled weaver, uses the computer to market her hand-made hats online in Rija'tzuul Na'ooj Library in Guatemala.

PUBLIC LIBRARY NO. 56, EL BOLLENAR (CHILE)

Library training helps Moonlight Women's Workshop find new customers

LAUNCHED IN 2010

Members of the library's 'Moonlight Women's Workshop' have developed a business model that integrates ICT training at the library with traditional sewing and embroidery skills learnt from their mothers and grandmothers. The women, from El Bollenar, a village of about 7,000 people, are using the internet to download embroidery designs, research new marketing opportunities and are e-mailing designs and product information to factories in towns and

cities. Their increased income benefits family members – over 60 people. "The library has helped me to save money, learn new skills and to find companions. The cost of clothing for my grandson was about CH\$10,000 (US\$20). Now that I make the garments myself, it is half that price!" said Mrs Ensa Gonzales. In 2012, the library won an EIFL Public Library Innovation Award for contribution to community economic wellbeing. <http://bit.ly/1BRxwA>



INCREASED INCOME: Members of the Moonlight Women's Workshop are marketing their products online and generating more income as a result of the library's business skills and ICT training courses.

“WITHOUT THE LIBRARY, I WOULD STRUGGLE. NOW I CAN TEACH OTHERS AND BRING HOME EXTRA MONEY. THE LIBRARY HAS ENLARGED MY SOUL!”

MONICA DIAZ, MOONLIGHT WOMEN'S WORKSHOP MEMBER

EMPOWERING WOMEN

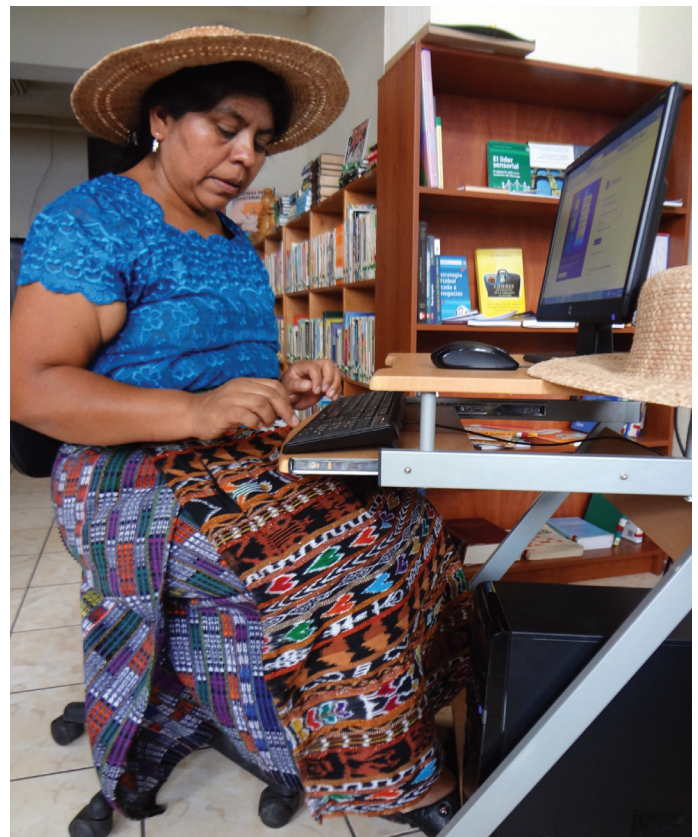
RIJA'TZUUL NA'OJ LIBRARY (GUATEMALA)

Library's business Centre for talented women artists

LAUNCHED IN 2013

Rija'tzuul Na'ooj ('Seeds of Wisdom') Library serves 14,000 people, mostly from Maya-Tz'tutujil and K'iche communities, living in San Juan la Laguna, a popular tourist destination on the shore of Lake Atitlán. Maya-Tz'tutujil and K'iche communities are famous for producing high quality traditional art and crafts. The library's Business Centre for Women Artisans, set up with support from the library's partners, the Riecken Foundation and the BFB Foundation, offers free internet access and computer and business skills training to help the women earn a living wage. In just four months (February to June 2013), 380 women completed short courses. About 35 women, many representing weavers' and dyers' co-operatives, now regularly come to the library to use the computers, to meet and to attend workshops. In 2013, the library won an EIFL Public Library Innovation Award for using ICT to empower women and girls.

<http://bit.ly/1r2mZtB>



NEW BUYERS: Ms Rosalinda Tay of the Lema Artisans' Association now markets her hand-made hats online, and says she has found many new buyers.

“THROUGH THE LIBRARY’S INTERNET THE WOMEN ARE ABLE TO TELL THE WORLD THAT HERE IN SAN JUAN LA LAGUNA THERE ARE WOMEN ARTISANS WHO CREATE BEAUTIFUL PIECES OF ART. THIS IS IMPORTANT BECAUSE THE WOMEN NEED TO SUPPORT THEIR FAMILIES.”

ANTONIO RODOLFO PÉREZ, MAYOR OF SAN JUAN LA LAGUNA

PANGUIPULLI PUBLIC LIBRARY NO. 296 (CHILE)

Public library builds links between farmers and farm support agencies

LAUNCHED IN MAY 2010

Through a mobile computer laboratory, the library teaches farmers living in remote Andean communities in southern Chile ICT skills. In just one year (2010/11), the library trained 201 farmers to use ICT. Local farm support agencies now recognize the library as a vital link in the information chain for farmers. The library offers ICT access and training to the whole

community, and has a meeting room that that open to the community and community organizations. Farm support agencies use the room to meet farmers and to present lectures, and farmers use the space to meet other farmers and to read the library's collection of agricultural books and journals. <http://bit.ly/1s1QaNB>



REACHING FARMERS: Panguipulli Public Library No. 296 travels to remote farming communities in the Andes Mountains to conduct ICT training.

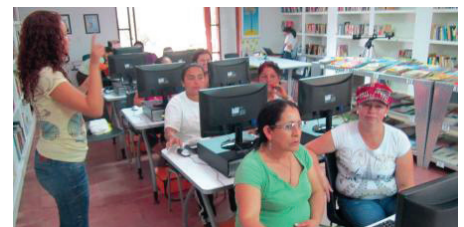
PUBLIC LIBRARY LABORATORIO DEL ESPIRITU (COLOMBIA)

Public library internet helps rural communities find new business opportunities

LAUNCHED IN NOVEMBER 2011

The ICT for Rural Development service, including free access to ICT and ICT skills training, has sparked interest in new income generating activities in farming communities in six villages in Colombia's Antioquia district. Through the internet, a group of women farmers learnt how to make handbags from recycled cloth, and now meet every week at the library to research the internet for marketing opportunities. In just one year (2011/12)

the library trained 130 people to use ICT. The service uses the internet, community radio, local TV stations and mobile phone text messages (SMS) to bring agricultural information to fruit, vegetable and livestock farmers. In 2012 the library won an award for outstanding contribution to rural development from the Civic Development Corporation and the Rotary Club of Medellin. <http://bit.ly/1oJOAe9>



ONLINE SALES: Women farmers in villages in Antioquia district learnt through the internet how to make handbags from recycled cloth. Every week, they meet at the library to research the internet for marketing opportunities.

CONTRIBUTING TO DIGITAL INCLUSION

BIBLIOTECA MUNICIPAL 'PABLO NERUDA' DE PADRE LAS CASAS (CHILE)

Library citizen journalism project helps young people find their voice

LAUNCHED IN MAY 2014

This library project is training 30 young citizen journalists to produce media relevant to youth in 10 towns and villages in Chile's Araucanía Region. Araucanía is a primarily agricultural region; poverty is widespread. The majority of people living in the region are ethnic Mapuche, and the library's project addresses the interests of Mapuche youth who do not have space to express their views. The project works through a network of 10 public libraries. In addition to providing practical journalism and digital technology skills, the library is developing an interactive web-portal where young citizen journalists can upload their work, debate topical issues and communicate with their peers.

<http://bit.ly/1w9t4SW>



CITIZEN JOURNALISTS: Young citizen journalists are learning media skills so that they can produce and publish information relevant to youth in 10 towns and villages in Chile's Araucanía Region.

“YOUTH HAVE CONCERNS ABOUT MANY ISSUES. BUT THEY DO NOT HAVE SPACE TO EXPRESS THEIR VIEWS, AND SO THEY ARE LARGELY IGNORED. OUR LIBRARIES ARE TAKING UP THIS CHALLENGE.”

RUBÉN MARCELO CUEVAS SEPÚLVEDA, LIBRARY DIRECTOR

BIBLIOTECA PÚBLICA FERNANDO GÓMEZ MARTINEZ (COLOMBIA)

ICT training in the library for people living with disability

LAUNCHED IN FEBRUARY 2011

Over 75 people with disability regularly visit the library, in Medellin, to learn to use computers and the internet. The library's 'Other Ways to Read and Write' service is open to people with all kinds of disability (visual, hearing, cognitive and physical) and to family members and carers. In addition to computer training, the library provides workshops in Braille, sign language and

speech therapy. To deepen understanding of disability in the community, the library includes people with disability in all other library programmes, including reading and games. In 2013, the library won an EIFL Public Library Innovation Award for contributing to social inclusion in the community.

<http://bit.ly/1y2n4ye>



KEEN LEARNERS: Charly Hernandez with his mother, Yeisel Arango Lara. Charly is one of 78 people with disability who regularly come to Biblioteca Pública Fernando Gómez Martínez to learn ICT skills.

BIBLIOTECA PÚBLICA SAN JAVIER-LA LOMA (COLOMBIA)

Public library puts their community on the map

LAUNCHED IN 2010

San Javier-La Loma is a neighbourhood of about 25,000 people on the outskirts of Medellin. Homes are close together; roads are narrow; some places are only accessible on foot. The last official map of the area was over 40 years old. The library's community mapping project, involving over 400 people, uses computers, digital cameras and free Open Source mapping software to create online maps that members of the community can constantly update. The

neighbourhood is now mapped in more detail than any other part of Medellin. Roads and footpaths, markets and businesses, farms and factories, historical and religious sites, schools and social services are all included in living online maps: OpenStreetMap; MapOSMatic; Crowdmap. In 2014 the service won an EIFL Public Library Innovation Award for creative use of ICT in public libraries.

<http://bit.ly/1mm11Ad>



MAKING MAPS: The library's community mapping project has involved over 400 community members whose local knowledge, memories and photographs help create detailed maps of San Javier-La Loma.

ABOUT

EIFL (Electronic Information for Libraries) is an international not-for-profit organisation dedicated to enabling access to knowledge through libraries in more than 60 developing and transition countries in Africa, Asia, Latin America and Europe.

The EIFL Public Library Innovation Programme (EIFL-PLIP) helps connect communities in developing countries to information through public libraries by supporting creation of innovative public library services.

EIFL's Public Library Innovation Programme is supported by a grant from the Bill and Melinda Gates Foundation

For further information contact plip@eifl.net.