2030 – The year that has already begun

Daniela Greeb
Institute for Relational Politics, São Paulo, Brazil
E-mail address: daniela@relacionais.org.br

Vanessa Labigalini
Institute for Relational Politics, São Paulo, Brazil
E-mail address: vanessa@relacionais.org.br

Abstract:

Tô na Rede project was created from the desire to help public libraries face these challenges; it was the result of a partnership between the National System of Public Libraries, the Bill & Melinda Gates Foundation and the Institute for Relational Policies (IPR). This is a partnership that seeks to reduce the asymmetries of access to information, knowledge, culture and the so called ICTs. This is done by training employees of public libraries in three Brazilian cities aiming at expanding their engagement in dialogue and improving services in the surrounding communities. In order to enhance library spaces as culture and information points for communities , Tô na Rede was designed as a pilot project; the methodological approach chosen was an open training process for participation and collective construction, which had as its starting point the involvement of managers, librarians and other employees with communities and local dynamics where these culture tools are located.

Keywords: Local mappings, psychodrama, community, public library.

2030 - THE YEAR THAT HAS ALREADY BEGUN

According to Bill Gates "*There is good reason to be optimistic about progress in reducing inequality. Since the turn of the century, remarkable strides have been taken towards a world where every person has the chance to lead a healthy and productive life. Maternal deaths have fallen by almost half; infant mortality and deaths by malaria have fallen by half; extreme poverty has fallen by more than half*". He also recalled that last year, the 193 countries that are part of the United Nations signed the Global Goals, which has eliminating world poverty as its main objective.

Libraries will play a key role for communities in the future, according to a IFLA statement *"libraries can provide support for various aspects of the document's objectives, because they are key public institutions and play a vital role in the development of all society"*.

In the 2030 library, we want to be the privileged locus of the meeting. It is the encounter with the technology, with the other, with the book, with yourself, with the city.

There must be a compromise of public libraries to the community so that they can better meet the information needs through ICT (Information and Communication Technology). If librarians do not get involved with the community, they will not be aware of their needs and the library will not be able to do their role in the use of ICT (Information and Communication Technologies) to improve the quality of life of these communities. This is our challenge!

Meeting of two. Eye to eye.
Face to face.
And when you are close, I rip your eyes out, and place them instead of mine.
And you rip my eyes out, and place them instead of yours.
So I will look at you with your eyes, and you will look at me with mine.
(J.L.Moreno – creator of psychodrama)

KNOW THE PAST TO THINK ABOUT THE PRESENTE

The future is only possible by past terms. We are what we build. From the emergence of the first library (7 A.C.), when files and reports were written on clay tablets, today with the arrival of the internet, we have a much greater challenge to record and disseminate knowledge.
"If you want to go fast, walk alone; if you want to go far, walk together." (African proverb)

This simple sentence, applied to libraries', represent a cultural and organizational change that libraries should have to go through in order to meet the needs of their communities. That is, the library being involved in its community can define services and improve programs, more diverse and innovative.

The first library in Brazil was the Royal Library (nowadays the National Library Foundation). It was founded in 1810 with a collection of nearly 60,000 pieces, brought by Dom João VI from Royal Library in the Ajuda Palace in Lisbon. This collection, however, was only open for public consultation from 1814, after its collection of numerous items, including books, periodicals, maps, prints and others was organised. However, the opening of Brazil's first public library actually happened in the same period, requested by Pedro Gomes Ferrao of Castello Branco, who sent a project to the Governor of the Province of Bahia at the time. Historically, it was the first project in the country to facilitate access to books and reading, and, oddly enough, came from the civil society, in particular its elite. After that, all the arrangements for the foundation of libraries always came from the government initiative. Bahia Public Library – or Public Library, as it was called at the time - was inaugurated at the Jesuit College in Bahia, on 04 August 1811. During this period, the libraries moved to makeshift sites, with outdated collections, often with poor facilities and lacking skilled professionals to serve their audience. Another point that should be noted is that the image that people had about libraries was of "a place for a small group of elite scholars" (SUAIDEN, 2000, p. 52). When Brazil became independent in 1822, the interest in culture and politics in the country gradually increased. The press played an important role in spreading information because it became a

crucial media in this context through the printed graphics processes - the book is one of them, having their field of action expanded by the advent of the printing industry (FREITAS; SILVA, 2014). A century later, the Modern Art Week, held in 1922, brought great strength to Brazilian culture, intensifying intellectual production. The dividing line in the concept of public libraries in Brazil appeared during Mario de Andrade's directorship of the Department of Culture of Sao Paulo, when, in 1926, he inaugurated the Municipal Library of Sao Paulo, making it a reference of Brazilian culture for the country and for Latin America. The idea was the preservation of memories, traditions and national values. Thus, the library would work as an archive of Brazilian history and cultural diversity. It is important to remember that Mario de Andrade, still the head of the Department of Culture, in the 1930s, devised and implemented the Folkloric Research Mission, an extensive ethnographic survey of several regions of Brazil, to collect and catalogue the traditional musical repertoire of their populations, among other records, resulting in a collection that today is a reference for research in this field. Such work testifies one of the primary duties of the role of a library: documenting, organizing and disseminating the diversity of cultural expressions of its country.

Thus, a new paradigm was launched in the field of libraries, whose purpose was to *"endeavour to promote the contact of the population with the written culture, aiming at the cultural appropriation"* (VIANA, 2011 apud FREITAS; SILVA, 2014).
*"The creation of popular libraries seems to me to have been one of the most needed activities for the development of Brazilian culture. "(*ANDRADE, 1939)

Therefore, the difficulty of access to information generates a great impact on people's lives. Information is essential in the formation of citizens and building their autonomy because it makes the human being capable of organizing their perception of the world; it allows them to express opinions and take sides, transforming information into knowledge. Thus, "the public library is the gateway to knowledge, as it provides basic conditions for lifelong learning, decision-making autonomy and cultural development of individuals and social groups." (UNESCO, 1994). Another crucial aspect to the devaluation of the library's role in citizens' daily lives was the lack of dialogue with the information processes and new technologies of information and communication, turning them into obsolete and unattractive spaces to the population. "In the contemporaneity, another demand arises as society is marked by a permanent need, the search and use of information. The public library has to be prepared to offer not only the information recorded in printed form, but also include electronic and digital information, especially the Internet, by the extent of resources that it represents. "(CUNHA, 2005, p. 7) UNESCO / IFLA 1994's Manifesto on public libraries, suggested including information and communication technologies as a public libraries mission, to "facilitate access to information and skills in computer use." With regard to digital inclusion, Brazil has made little progress according to the National Census of Public Libraries in 2010: while 45% of public libraries have computers with internet access, only 29% provide the service to users. According to research CGI.BR 2011, it was found that 69% of internet users in social classes D and E use public points to access information and communication technologies (ICT). The data demonstrate that these public places of ICT are significant in providing access to the underprivileged population, but also that the country still has a big challenge ahead: making ICT access available to 86% of this population (VOELCKER, 2013). The telecentre was the most frequently adopted model in an attempt to disseminate information on matters that contribute to the human, economic and social development in their local communities. Recent surveys show that in many countries the telecentre is one of three types of public canters of access to information, the others being internet cafes and public libraries. Public libraries are integrated into public government policies and bring in their mission, among other objectives,

the promotion of access to information. Although Brazilian libraries have predominantly focused on promoting reading, having rarefied actions in the field of cultural action, it is assumed that they are potential centres for the development of ways of using technology which provide development or improvement of quality of life (VOELCKER , 2013) in their communities.

Tô na Rede project was created from the desire to help public libraries face these challenges; it was the result of a partnership between the National System of Public Libraries, the Bill & Melinda Gates Foundation and the Institute for Relational Policies (IPR). This is a partnership that seeks to reduce the asymmetries of access to information, knowledge, culture and the so called ICTs. This is done by training employees of public libraries in three Brazilian cities aiming at expanding their engagement in dialogue and improving services in the surrounding communities.

"In the contemporaneity, another demand arises as society is marked by a permanent need, the search and use of information. The public library has to be prepared to offer not only the information recorded in printed form, but also include electronic and digital information, especially the Internet, by the extent of resources that it represents." (CUNHA, 2005, p. 7)

Our experience in Brazil was a process of training and engaging public libraries employees to expand their shares of ICT (Information and Communication Technology) use to meet community needs. We used participatory methodology, working in the internal relations of groups, encouraging talent and creating strategies to change old habits in daily work environment.

During this self-knowledge process, it was necessary to work in the external relations with the networks, environments, and communities, beyond the walls of libraries. With this in mind, a local mapping was made and some visitations were held: quilombos (African slaves and African descent places of refuge in the American continent), yard people, riverside communities, popular culture communities, neighborhoods in large social vulnerability, among others. Throughout the project a Plan of Activities for the public library with the participation of employees and community engagement was developed.

EXPERIENCE IN PUBLIC LIBRARIES BRAZILIAN - PROJECT *TÔ NA REDE*

In order to enhance library spaces as culture and information points for communities , Tô na Rede was designed as a pilot project; the methodological approach chosen was an open training process for participation and collective construction, which had as its starting point the involvement of managers, librarians and other employees with communities and local dynamics where these culture tools are located.

This choice allowed the development of a process permeated by experiences and practices that sought to foster a purposeful participation and critical reflection of participants when facing everyday situations, whether in work relations, management of spaces or socio-cultural mediation with territories and their public. The training process and pedagogical project were designed in order to address two dimensions. The first, reflexive-affective, with a more humanistic approach, which intends to understand how the coexistent relations in activities carried out at libraries happened, both between employees, as well as interaction with the public and dialogue with their surrounding communities. In order to do so, it was necessary to identify what the perceptions of the world of the project participants were and based on what

values and beliefs they conducted their trade at the libraries, so that we would be able to interfere in some situations that could trigger changes from collectively shared experiences.

The second dimension, which we call empirical-mobilizing, sought to make the inquiries that the reflective-affective dimension brought to light during this process more concrete. Information and communication technologies (ICTs) were added to the project as action tools and cultural mediation, both in internal work relations in the libraries, and in relation to their users. In order to deal with those issues, a list of relevant issues for the qualification and the increased engagement in the field of cultural mediation and library science was set.

The strategies used, as a starting point, dialogues with:

- **Psychodrama**
  To build a cohesive group, to elucidate conflict situations when dealing with work relationships and sociability among of employees as well as with the user.
- **Educational Communication**
  The creation of critical and credible content about local realities, involving various social actors
- **Body Language**
  Artistic expressions and oral history, to work the subjective dimensions of each of them and to create a sense of community among the groups of employees, formed by Tô na Rede.
- **Local mappings**
  To encourage social actors to surrounding areas to dialogue with libraries; reveal the local socio-cultural diversity; establish partnerships that promote development (economic, cultural, educational, human and community); expand the actions of libraries in their neighborhoods; identify, organize and catalogue local cultures; establish possible public to foster the responsible policies from local demands;
- **Digital culture**
  Tangential to information technology, the potential uses of publishing software, the Internet and information management tools such as: Collaborative maps, geocoding, Tô na Rede website navigation, text editing to software spreadsheets among with others.
- **Communication technologies**
  Use of the Internet and social medias as tools to promote the libraries' activities.

The TÔ NA REDE project was developed during twelve months in 3 different cities (Arapiraca - AL, Belém - PA and Sao Paulo - SP) and the book narrating this experience will serve as a reference guide for other public libraries in the country to replicate this initiative. This work was a partnership between the Institute for Relational Policies with the National System of Public Libraries and the Bill & Melinda Gates Foundation.

The chosen methodology was participatory based on Paulo Freire: a process of collective training, with the involvement of managers, librarians and staff together with the communities. From experiences and practices, tried to foment a purposeful participation and critical reflection from the participants facing everyday situations, whether in labor relations, management of spaces or in mediating the territories and their audiences. Relevant issues were listed for qualification and increase in the engagement of the cultural mediation field through interdisciplinary workshops, with theoretical and practical activities guided by experts in library science, psychodrama, social mobilization, group dynamics, body language, local maps,

public policy, information technology, information, communication and educational communication.

Just as we have to seek the historical past of libraries, we have to understand how this story implies subjectively in the lives of library professionals who appear objectively in their community service. Only then can we understand our past and keep reinventing our actions to reach by 2030 surpassing the walls that stand between the library and the community, a wall that symbolizes separation not integration, like the Berlin Wall or other similar events in history that separate the community from its rights, and the public library is a right of citizens.

It is important to understand that from the Public Library, the librarians can change the local history, because they are more than technicians: "Librarians are more than technicians. They are, it seems, information therapists who analyze problems and also find answers "Nardi, O'Day, and Valauskas 1997

If the librarian understand their own story as a citizen and change agent, he recognizes the importance of citizenship and consequently of the community.

Librarians who get involved with the community, gain a relationship that goes beyond the formal, is the library of exchange, of learning. Finally, they will feel they are more citizens. Our challenge for the future is that each library is a mirror of its community.

What do we retain from a training experience that questions concepts and certainties, draws attention to intolerance, instigates the powers of social and cultural cartography, points to a critical and consistent communication, questions values, opens an hat do we retain from a training experience that questions concepts and certainties, draws attention to intolerance, instigates the powers of social and cultural cartogram endless horizon of reflections on the individual and the collective in a world rapidly changing civil, communicational and informational paradigms? Every stage of formation sought to achieve the main objective of the project, which was to impact the relationship between the community and the library, through changes promoted by technological integration and new relations with the areas.

The project began by proposing a new way of understanding the library, its function, and its relations. This new perception was adopted by the project participants and expanded in the course of the work performed.

The group work processes for conducting local mappings in the three cities where the project Tô na Rede was implemented, in brief reports on these experiences, which resulted in completely unique mappings, very different e each other, precisely because of the specificities of each place. But then what are the local mappings, if we think of them in the libraries' context?

The local mappings were designed to put participants in touch with two distinct and complementary areas: the first, of a more theoretical nature, was the expository activities in classrooms, which also involved group dynamics and group discussion on issues related to the cities where these employees live and work.

The experiences of socio-cultural mappings were the second field explored, stressing the importance of this issue to public education structure and the approach of actions and collaboration with the surrounding community.

This was an instrument developed to facilitate the organization of information on groups, organizations, leaders and other social stakeholders who have a relationship with the contexts in which the cultural equipment is inserted. A script for visiting was organized for the local mapping of each library, an activity that had broad participants' collaboration from Belém and Arapiraca. They were quite participatory, many of them holding deep knowledge of their local artists. In São Paulo, the mapped points were appointed by the facilitator, for lack of suggestions from the participants. However, we must make some reservations regarding the difference in the response by São Paulo's group compared to the other two cities. We have to analyse this difference in the context of the selected region for the project in São Paulo, whose peculiarities lead us to a different scenario to the ones found in the other two cities.

Local mappings process perceptions
For the participants who conducted the interviews, the activities seemed to have impacted positively on their perceptions regarding the library, its surroundings and interlocutors. First, they mentioned being surprised to find out new things about the neighborhood which they thought they knew everything about. Another issue pointed out by them was the lack of support for groups and organizations that develop social and cultural work in the city. They were greatly sensitized by the possibilities of developing partnerships between libraries and the surrounding communities in order to support its initiatives; this was striking in the speeches of the participants from Belém and Arapiraca.

Information and communication technologies (ICTs) have been incorporated into the project as cultural mediation and action tools, both in internal work relations in the libraries and in their relationship with their users. The most concrete and immediate goal of this proposition was to connect libraries virtually and territorially using these tools in order to make the library systems already in place more dynamic and effective. One of the most obvious benefits of using ICT for these cultural facilities is to give greater visibility to their spaces and events promoted by the libraries, especially on social networks, because libraries are extremely important informational and communicational places, especially in more remote areas with little access to these resources and hence less human development opportunities.

The journey began by digital maps, as a digital map (www. tonarede.org.br) was created from this training to give visibility to groups that have been mapped by Library staff throughout the project; we can find there the points mapped in each region and its cities geo-referenced to the map of Brazil.

Today in Brazil, 14 years before reaching the big year (2030) we have 75% of functional illiterates.

To better serve the community, we are lining up a project with partners and network libraries in the world to work towards a number of goals set by the National Book and Reading Plan (PNLL) and the National Culture Plan:
    • A National System of Public Libraries to connect public libraries, community librarians networks and state and municipal systems of public libraries.
    • A "library demonstration" that should serve as a role model in Brazil and the world, with potential public and private co-administration.
    • Strengthened channels that will generate information on the field of public libraries.

There is a need to standardize the procedures and guidelines for all libraries, or to adapt the existing ones, create new rules to meet the reality of each product and promote dialogue between various sectors.

The community, its citizens and culture are the center of actions to be developed in the extent of this project, that seeks to promote a logical empowerment through access to information, technology, reading and training. It is a form of education for citizenship not by speeches, but by the course of events. The community itself is a theme key player for the construction of effective intervention study objects, responding to demands in their own community, where the citizen is the main actor. The citizenry participates in the planning and then its implementation, evaluation and ownership of results.

Thus, we encourage librarians connections in federal, state and municipal levels so that there is a commitment of public libraries to the communities in order for them to better meet the information needs through ICT. In addition to increase engagement of librarians with the community so that they have a better understanding of this community context and can use the participatory methodology and local mapping to establish partnerships (with local governments, universities, NGOs, trade and local media, etc.).

If librarians do not get involved with the community, they will not be aware of their needs and the library will not be able to do their role in the use of ICTs to improve the quality of life of these communities.

The Institute of Relational Politics and partners work in Brazil in favor of using the public library to better serve the communities, we have the same goal as the Bill and Melinda Gates Foundation to improve the lives of a billion "information poor" people by 2030, placing 320 thousand public libraries in the world, in critical communities as assets and information providers through relevant technologies.
2030 come to us!

Acknowledgments

References

BARROS, JM Cultural Diversity: Protection Promotion. Belo Horizonte: Authentic. 2008.

CGI.BR – COMMITTEE OF INTERNET MANAGER IN BRAZIL: ICT Households and Companies 2011 Survey on the Use of Information and Communication Technologies In Brazilian Schools. CGI.br. Sao Paulo. 2012.

VAL, Ana P. Methodological Routes of a Mapping in the South of São Paulo. "In: II International Seminar on Cultural Policies. The production of information and training in the field of cultural." Rio de Janeiro. 2012.

DE FREITAS, Marilia Augusto; DA SILVA, Vanessa Barbosa. Brazilian Public Libraries: Overview and Perspective. Digital Journal of Library Science and Information Sciences. Campinas, SP. V. 12. N1. P. 123 to 146. 2014.

IFLA / UNESCO. IFLA / UNESCO Manifesto on Public Libraries.1994. MORENO, Jacob Levy. Psychodrama Fundamentals. Sao Paulo: Summus Editorial, 1983.

MORENO, Jaco L. Who Survives?: Fundamentals of Sociometry, Group Psychotherapy and Social-Drama. Student Edition. Sao Paulo: Daimon, 2008.

SUAIDEN, Emir Jose. The Public Library in the Context of the Information Society. Ci. Inf., Brasília, v. 29, no. 2, pp. 52-60, May / Aug. 2000.

SUAIDEN, Emir Jose. Brazilian Public Library: Performance and Perspective. Sao Paulo. LISA. 1946.

VOELCKER, Marta. Study on the Use of Information and Communication Technology in Public Libraries in Brazil. Research Report. Digital Thought Foundation. June 2013.

WILLIAMS, Raymond. "Culture is Ordinary". Trad. CEVASCO, Maria E. USP Linguistic Department. 1958.

WILLIAMS, Raymond.. Culture. Publisher Paz e Terra. 1992.