



STRATEGY 2024-2025
THE ODENSE LIBRARIES

ODENSE MUNICIPALITY
DEPARTMENT FOR CITY AND CULTURE

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**VERDENSMÅLSCERTIFICERET
BIBLIOTEK**



CHORA 2030

SAMMEN SKABER VI EN BY, MAN IKKE VIL GÅ GLIP AF

I By- og Kulturforvaltningen arbejder vi alle ud fra disse fire værdier.

HANDLEKRAFT

Vi er fokuserede problemløser

LYDHØRHED

Vi er hjælpsomme samarbejdspartnere

AMBITION

Vi er nyskabende igangsættere

IMØDEKOMMENHED

Vi er serviceorienterede kommunikatører



#byogkulturodense

A LIBRARY READY FOR THE FUTURE

The Odense Libraries wish to be a central and relevant partner in developing the library locally, nationally, and internationally. Through this strategy we set the course for our organisational work and focus areas in 2024 and 2025.

Our strategy is closely linked to our organisational values. It is our ambition always to support and be relevant in our surrounding society, reflecting possibilities and needs. Thus, society in general, our library users and political decisions and priorities all affect our direction.

We wish to make knowledge and culture accessible via inspiring facilities all creating the best setting for our citizens to involve themselves, and to promote the open, democratic conversation between people. We wish to strengthen community-driven initiatives as well as develop and upgrade the future digital library experience to offer accessible libraries in tune with time and technology.

This work is both local and national with The Odense Libraries as an active partner.

Our strategy unfolds every day through our dedicated employees based on service, actions, and initiatives, all linked to the 8 strategic benchmarks described in this strategy. The benchmarks ensure direction and helps us to offer service and support for the citizens in their everyday life and through the many different phases in life.

By ensuring a strong organisation, the right skills, and a high level of service, we can create the best possible conditions for knowledge, culture, and mental health for all citizens in Odense to act informed and independently on their own in physical society and in a still more digital world.

The strategy will, along with the annual strategic actions plan approved by the committee of Culture, Sports and Urban Development, serve as foundation for our dissemination and the many other activities the Odense Libraries

offer, and at the same time we will continue to uphold our obligations as Central Library for the Funen region as stated in our contract with The Danish Agency for Culture and Palaces.


The strategy applies to all departments and functions in the Odense Libraries: In our houses, when we host or participate in activities in the city and when we act on national or international level in relevant partnerships. The strategy supports our municipal political impact goals and the United Nations 17 Sustainable Development Goals as it is our wish to actively contribute to initiatives, diversity, welfare, and free and equal access to knowledge for all citizens in Odense and on the island of Funen.

The Odense Libraries is a part of the Department of Culture, Sports and Urban Development in Odense Municipality. The department includes the municipal institutions and offices in the field of culture, leisure, and Citizen Service who all work to promote a strong foundation for an active and enlightened life in Odense. Furthermore, the Odense Libraries cooperate with other partners on literature and music as well as other municipal departments especially focusing on projects and initiatives aimed at children and young people, the joy of reading, mental well-being, and sustainability.

It is always our ambition to be a relevant and meaningful co-player in our surrounding society and in the citizens' life. In the following, you can learn more about how we wish to fulfil the ambition – as an organisation and in cooperation with the citizens and partners.

Kent Skov Andreasen
Library Director
The Odense Libraries

STORIES



It has given me so much to be able to use Vollsmose Library through my life. I came to Denmark from Somalia as a teenager and moved into an apartment in Vollsmose with my parents and siblings. The library became the place where I could find peace of mind and do homework, and in the library's homework café I could get the help and guidance that was sometimes difficult to get at home. Later I got a spare time job at the library, and in that way the library served as a way into education and my present work-life.

Language is crucial when it comes to pursuing your dreams, and literature and reading can help you so much. Many families in Vollsmose do not hold the tradition to read out loud to their children, so it means a lot to be able to get help in a nice library setting

- Abdulahi

I live in Hillerød with my husband and children. During autumn holiday our friends from abroad visited us – their children are the same age as ours. We wanted to do something together and knew that there was an event in Odense called Magical Days Festival. So, we decided to go. It was our first visit at the festival, and we had planned our visit before we left.

The first sight of the festival and the city was beyond our expectations. First, we met a group of orcs. Then a four-meter-tall fairy on stilts wearing a ball gown, a golden fairy offering the children enchanted gold dust, a troll and a dragon tamer carrying a dragon on her arm.

We tried many different activities, and we were all very impressed. Every activity was fantastic, and we appreciated very much that the volunteers were happy to translate from Danish to English. We also appreciated that the activities weren't expensive so the children could try even more. A great and beautiful event.

When we returned home, I wrote an email to The Odense Libraries to share my experiences and appreciation – it had indeed been a magic experience. I also offered my help translating the small pamphlets and handbooks from the festival into English. I do not live in Odense, but I want to help this fantastic event to prosper and do more things for children who love fantasy and to read.

-Karen

VISION AND MISSION

Vision

The Odense Libraries always strive to be a relevant and attentive partner for all citizens in Odense during life and in the growth and development of our city by actively considering and support the municipal political development goals.

We wish to be the preferred entrance for knowledge, culture, education, communities and mental health through all projects and phases in life.

Mission

Individuals and society must engage in great challenges in the future concerning sustainability, inclusion, and welfare. This requires that both individuals and communities are well prepared in all contexts in which they are involved. The Odense Libraries will and must support this.

The Odense Libraries promote knowledge, education, and cultural activity.

The Odense Libraries work to support the political impact goals of Odense Municipality, and to promote national agendas focusing on reading, education, and digital solutions.

STORIES

I have used the Odense Libraries through many years, and often asked the staff for help at the information desks when I need to find new literature or have a question that needs professional assistance. Lately, I have noticed that the library staff more often contact me when I browse through the shelves. Not in a pushy manner, but rather with a balance between saying hello and asking me, if I need any help – always respecting that I sometimes just enjoy browsing on my own without a specific book or purpose in mind.

One day, I talked to an employee about this extra focus on service and being a host in the public library space, where people often look around on their own. Some people prefer just to look around themselves and think that is great, while others are happy to have a chat on what they are looking for, or get new inspiration to try things they didn't know the library also offers.

It is important to offer and respect both needs. Personally, I like being noticed – and if there are days where I just want to look on my own, I just smile and say so.

-Peter

My name is Anne, I am 53 years old and live in Odense. I am married to Jens, who until recently worked as a high school teacher. About half a year ago Jens was diagnosed with early-stage Dementia. We used to take part in cultural events like talks, lectures, and museum exhibitions, but his illness makes it hard to continue doing this.

Jens and I have participated in a couple of events in the local Alzheimer's' association, but he feels like this makes him more a patient. When we last visited the association, I noticed a booklet from another association and read about a cultural activities club at the library, hosting events for people diagnosed with Dementia and their relatives.

We have participated in several events in this club and enjoy that the library takes ours and others situation into account, without making Jens feel like a patient. I feel like we have re-gained some of our life before his diagnose, and we both hope that the library will continue to host this club.

-Anne

VALUES

We are service minded

Service and hosting are focal points in our behaviour. We reach out and strive to make every visit in our houses count and add value. Service is important to us, and we take responsibility to ensure that all citizens will get relevant and good service at the right time. People always get more than they expect.

We focus on development

Our behaviour is characterised by being open to change and face new possibilities with a positive and open mind. We value new ideas and acknowledge different points of view as a strength in an ongoing development. We also acknowledge mistakes as a source of learning, and we value to celebrate success in our everyday whether small or big. Finally, we constantly strive to help each other improve by actively creating connections and transitions which is perceived as valuable and relevant.

We are professional and have a high level of professionalism

We are in front professionally and collaborate to solve tasks and projects. We make an effort and meet everybody as equals with respect and as unique individuals in a safe and trustworthy environment.

We all take responsibility for a good work-environment

Through our actions and attitude, we all take responsibility for creating a good work-environment built on a strong foundation for unity and well-being. Good service and great hosting start within the organization, and is essential to make good experiences for the citizens when they visit our houses.

STORIES

DET VILDE BIBLIOTEK

Denne biodiversitet have er et lille åndehul midt i byen med plads til blomster, sommerfugle og bier.

I come from Germany and study two semesters at the University of Southern Denmark in Odense. I did not know anything about Odense when I moved here. One of my first days in Odense, I had to visit citizen service to get my residence permit. Here I noticed that Borgernes Hus is widely used as a study-space and I thought of it as a good opportunity to use the study facilities in the house where I can also use the library.

One Tuesday, as I was studying, I saw that the library hosts a weekly language café, where foreign citizens can practice the Danish language by talking to a librarian and others, who want to improve their language proficiency.

I invited a friend from the university to come to the language café with me, and now we use the house often – both to study and in our spare time, to get help at the citizen service centre, as newcomers in Denmark and to be part of a community when we are both far away from home.

-Beate

As a kindergarten-educator I often visit Tarup Library with a colleague and a group of children. We often plan to visit the cozy playroom at the library, lend books for reading aloud and we have often participated in fun events with dance, music and movies for the kids.

During fall 2022 we walked by in the street and saw that something new and exciting was going on in the garden outside the library. The grass was turned into a wild-growing biodiversity garden and that has made us curious. The children love to study the flowers and even more to find different bugs and insects.

So now when we are out for a walk, we eat lunch between the flowerbeds and talk about the many insects, and how important the bees are for the plants. The wild library, as the garden is called, has given us many great ideas to how we can work with biodiversity in the kindergarten. For instance, we have made small bug-hotels and planted different seeds. We read stories about bugs and plants and the different seasons, and can recommend quite a few in the library's children's collection.

-Thomas



SERVICE

It is our ambition to ensure that citizens and partners experience our hosting as valuable. That they get more value than they expected. We are accessible, reach out and focus on good relations.

WE REALIZE THE AMBITION BY E.G.

Maintaining and developing on our hosting principles

Developing services in all areas of the Odense Libraries where citizens are active partners. Both digitalisation and good self-service solutions must always be combined with a personal and professional service

Focusing on meeting all citizens at eye level and with presence whenever they need our services

PARTNERSHIPS

It is our ambition to enter partnerships sharing the same vision and goals as our own to promote growth and added value for our target groups via cooperation and networking.

WE REALIZE THE AMBITION BY E.G.

Creating a partnership concept from which it will be evident what we do best, who and what we prioritize, and what can be expected from us in a partnership. Furthermore, a definition of what we wish to achieve from partnerships, and who we prefer to oblige to cooperate with

Raising awareness on our position as a “free” cultural institution. We wish to be the citizens' entrance to knowledge, culture, citizenship and digital services, and function as Odense Municipality's open window for all to learn more about the UN 17 Sustainability Goals

Cooperating with relevant and recent local, regional, national, and international institutions, associations, and companies

QUALIFICATIONS AND ORGANISATION

It is our ambition to develop our management foundation and our organisation as well as our ability to attract and retain the best employees to be able to offer valuable service for all residents of Odense in a contemporary and up-to-date library-organisation.

WE REALIZE THE AMBITION BY E.G.

Continuing our work with our management foundation and management model to ensure that it matches and supports our main strategy

Supporting management decisions by using fact-based management information

Creating and offering learning and knowledge integrating both professionalism and increasing project and network skills among the employees

Developing our qualifications mirror and use of our career model in the Odense Libraries

Continuing systematic use of feedback focusing on qualification development, helping each other to grow through teamwork, well-being and a healthy work environment

THE DIGITAL LIBRARY

It is our ambition to incorporate a digital level in all that we do to strengthen and support digital citizenship and the digital transformation. We take part in the national development of library services and will involve ourselves in local and national efforts as active participants in steering committees and pilot projects.

WE REALIZE THE AMBITION BY E.G.

Developing concepts and projects preparing the future digital library experience locally and at national level

Involving the Odense Libraries actively in the national agenda concerning development of shared digital library platforms and digital library solutions

Focusing on improving digital skills and knowledge among our employees

Helping the individual citizen to be able to navigate better in digital services locally and nationally

Entering partnerships focusing on digital education and citizenship, e.g. the ADD project and the world's leading robotics city in a child's perspective

PHYSICAL SPACE

It is our ambition to be proactive in making our physical space accessible and diverse, and to offer room for debates, contemplation, meetings, learning activities, knowledge acquisition and involving events.

WE REALIZE THE AMBITION BY E.G.

Furnishing and decorating our physical space focusing on e.g. the needs of young people and families

Strengthening the citizens' opportunity to be co-creative in the physical library space – individually or in groups

Involving the library users in developing the physical space to better suit their daily needs

CITY SPACE

It is our ambition to continue offering a strong and visible library service matching the citizens' needs and preferred locations. In the city, at educational institutions and in other relevant addresses throughout our municipality. We wish to be mobile and visible; create campaigns outside our physical locations and focus on partnerships.

WE REALIZE THE AMBITION BY E.G.

Being proactive and welcome relevant partners – in Odense as a large city and at local level

Making the libraries visible and accessible in Odense's urban areas – new as well as existing

Support Odense Municipality in attracting new residents by offering strong and attractive library services

LIFE-LONG LEARNING

It is our ambition that the Odense Libraries create value for and along with the citizens via communication, public information, and through this to be a natural part in the lives of the residents in Odense when they need their library.

WE REALIZE THE AMBITION BY E.G.

Being accessible in both physical and digital space

Focusing on digital citizenship and digital inclusion

Communicating life-long learning and culture through knowledge, debate, learning activities, dialogue, music and literature

Taking initiative, facilitating, and delivering innovative library solutions promoting inspiration, involvement and access to information and knowledge

COMMUNITIES

It is our ambition for the Odense Libraries to facilitate communities for relevant target groups.

WE REALIZE THE AMBITION BY E.G.

Facilitating and supporting communities focusing on a public welfare agenda, e.g. the UN 17 Sustainability Goals and the municipal political impact goals

Offering assistance from our employees on implementation, facilitation and process management

Co-creating with target groups in reading groups, language communities, writing workshops, debate events etc., and make room for user-driven concepts, e.g. Citizen Science, sustainability initiatives etc.

