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**ENTITLE**

Europe's New libraries Together In Transversal Learning Environments

## Final Report

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<b>Author(s)</b>	<i>Rob Davies (MDR Partners)</i>



**Lifelong Learning Programme**

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# 1 Introduction

This evaluation report covers the whole period of the project (1 January 2008 to 31 December 2009) for the work of the ENTITLE project and provides details of website content, statistics of web usage, stakeholders, the use of social networking sites and a report on the Final Conference. Partners were proactive in promoting the project providing details of over 150 instances of dissemination including, websites, press, articles, conferences, exhibitions, in service training, bulletins and blogs.

# 2 ENTITLE Web Portal



The ENTITLE web portal provides a central resource to access all of the ENTITLE project deliverables. It uses a simple navigation hierarchy for each deliverable. Documents and PowerPoint presentations are available to view on line using Google Document Viewer and iSpring. All files are available to download.

The site provides content published in multiple languages with automated translation tools from Google for unsupported languages.



























<http://www.entitlelll.eu/eng>



## Best Practices

A comprehensive compilation of Best Practice examples of Lifelong Learning with Libraries is published on the web portal. Examples were supplied by each partner country.

<http://www.entitlelll.eu/eng/Reports/Best-Practices>

	<b>Austria - BVOE</b> <a href="#">Read online</a>	 1.06 MB
	<b>Bulgaria - ULISO</b> <a href="#">Read online</a>	 1.01 MB
	<b>Czech Republic - Best Practice Annex</b> <a href="#">Read online</a>	 272.57 kB
	<b>Czech Republic Survey - Cross Czech (Ver.2)</b> <a href="#">Read online</a>	 332.42 kB
	<b>Denmark - Aarhus Public Libraries</b> <a href="#">Read online</a>	 764.52 kB
	<b>Finland - Helsinki City Library (Ver.2)</b> <a href="#">Read online</a>	 1.06 MB
	<b>Greece - Veria Public Library</b> <a href="#">Read online</a>	 597.77 kB
	<b>Hungary - Publika Hungarian Library Group (Ver.3)</b> <a href="#">Read online</a>	 838.05 kB
	<b>Malta - AcrossLimits</b> <a href="#">Read online</a>	 528.74 kB
	<b>Portugal - CML-DGB (Ver. 2)</b> <a href="#">Read online</a>	 1.24 MB
	<b>Romania - Cluj County Library (Ver.2)</b> <a href="#">Read online</a>	 580.39 kB
	<b>Slovenia - NUK (Ver.3)</b> <a href="#">Read online</a>	 3.38 MB
	<b>United Kingdom - MLA</b> <a href="#">Read online</a>	 438.99 kB

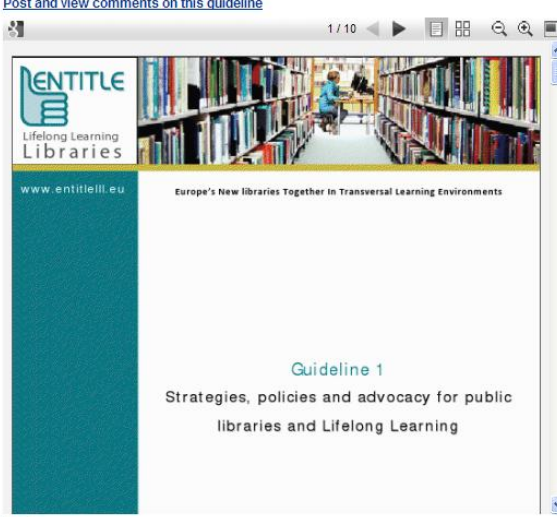
## Country Surveys

A National Survey Instrument for each country was made available online. These surveys detail policy background, good practice instances, dissemination and exploitation activities concerning public libraries and learning from all countries participating in the ENTITLE project.

<http://www.entitlelll.eu/eng/Country-Surveys>

**Guideline 1**

Strategies, policies and advocacy for public libraries and Lifelong Learning  
[Post and view comments on this guideline](#)



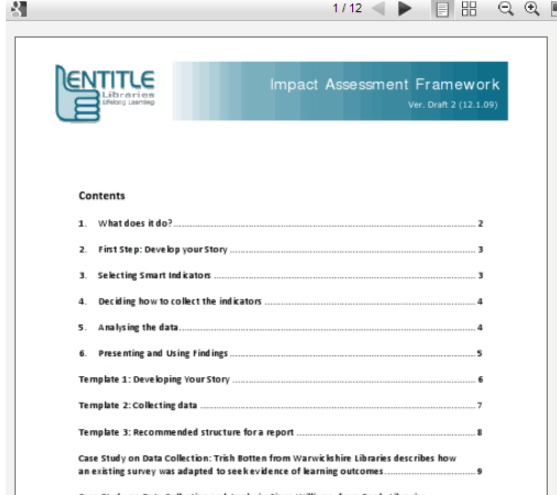
139.95 kB

## Guidelines and Recommendations

A series of six concise guidelines highlighting effective policy provisions for public libraries in lifelong learning, drawing attention and linking to established and emerging good practice in the provision of services for learning. An 'Introduction to the Guidelines' is also available.

The Guidelines are supported by thirteen recommendations. Seven of these are aimed at policy makers and funders, with the other six aimed at public library managers and advocates.

<http://entitlelll.eu/eng/Guidelines-Recs>



209.19 kB

## Impact Assessment Framework

The Impact Assessment Framework documents were published and promoted to provide library and partner adult professionals, researchers and decision makers in Europe with a common, validated means of collecting and presenting data on the impact of their learning provision on learners, across their major target learning 'sectors' and to establish a basis upon which they can in future establish trends and developments in a manner which is convincing to strategic policy makers, funding bodies in the education, culture employment sectors etc.

<http://entitlelll.eu/eng/Assessment-Framework>

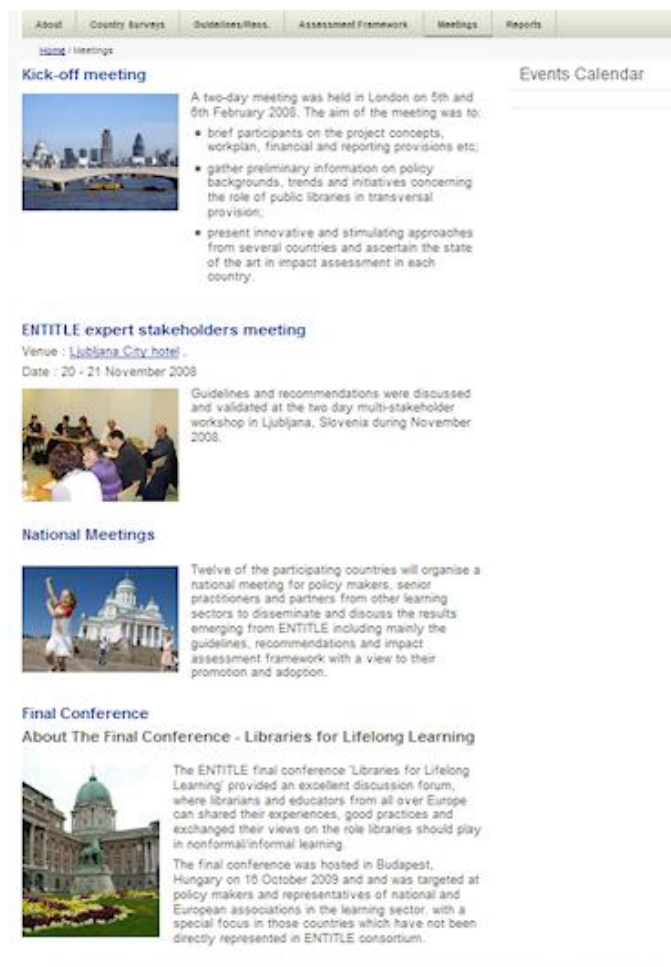
## Meetings

### ENTITLE Project Meetings Included:

#### Kick-off meeting

A two-day meeting was held in London on 5th and 6th February 2008. The aim of the meeting was to:

- brief participants on the project concepts, workplan, financial and reporting provisions etc;
- gather preliminary information on policy backgrounds, trends and initiatives concerning the role of public libraries in transversal provision;
- present innovative and stimulating approaches from several countries and ascertain the state of the art in impact assessment in each country.



Home | Meetings

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- present innovative and stimulating approaches from several countries and ascertain the state of the art in impact assessment in each country.

### ENTITLE expert stakeholders meeting

Venue : [Ljubljana City hotel](#)  
Date : 20 - 21 November 2008

Guidelines and recommendations were discussed and validated at the two day multi-stakeholder workshop in Ljubljana, Slovenia during November 2008.

### National Meetings

Twelve of the participating countries will organise a national meeting for policy makers, senior practitioners and partners from other learning sectors to disseminate and discuss the results emerging from ENTITLE including mainly the guidelines, recommendations and impact assessment framework with a view to their promotion and adoption.

### Final Conference

#### About The Final Conference - Libraries for Lifelong Learning

The ENTITLE final conference 'Libraries for Lifelong Learning' provided an excellent discussion forum, where librarians and educators from all over Europe can share their experiences, good practices and exchanged their views on the role libraries should play in non-formal/informal learning.

The final conference was hosted in Budapest, Hungary on 16 October 2009 and was targeted at policy makers and representatives of national and European associations in the learning sector with a special focus in those countries which have not been directly represented in ENTITLE consortium.

#### Expert Stakeholders Meeting

Draft Guidelines and recommendations were discussed and validated at the two day multi-stakeholder workshop in Ljubljana, Slovenia during November 2008.

<http://www.entitlelll.eu/eng/Meetings/ENTITLE-expert-stakeholders-meeting>

#### 12 National Meetings

Twelve of the participating countries organised a national meeting for policy makers, senior practitioners and partners from other learning sectors to disseminate and discuss the results emerging from ENTITLE including mainly the guidelines, recommendations and impact assessment framework with a view to their promotion and adoption. The system events calendar was used to provide a schedule of forthcoming events including date, venue and agenda.

Resulting materials including list of participants, presentations given at any meeting and photographs were published on completion of the meeting.

<http://www.entitlelll.eu/eng/Meetings/National-Meetings>

#### Final Conference

The ENTITLE final conference was hosted in Budapest, Hungary on 16 October 2009 and was targeted at policy makers and representatives of national and European associations in the learning sector. ( see page )

<http://entitlelll.eu/eng/Meetings/Final-Conference>

## 2 ENTITLE Web Portal Data (January 2008 to December 2009)

The web statistics presented in this report are taken from Google Analytics data on web portal use, providing a comprehensive overview on ENTITLE web portal use for the reporting period.

The Google Analytics (GA) account was set up in August 2009. GA offers diverse data on web site use with attractive charts and diagrams. This source is used to report on ENTITLE web data related to visits, countries and site content accessed.

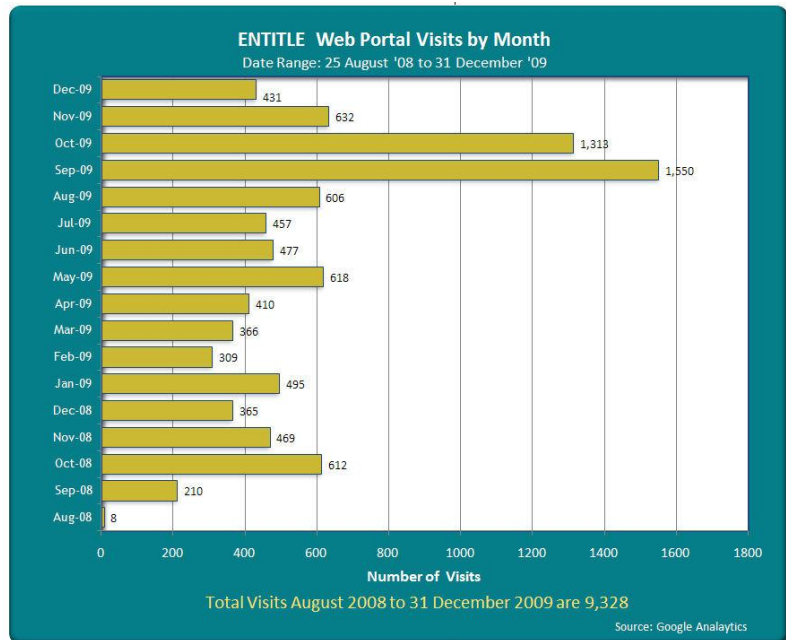
Steps were taken to exclude activity by ENTITLE team members responsible for web development and web crawler activity.

### 2.1 Visits Total and by Month

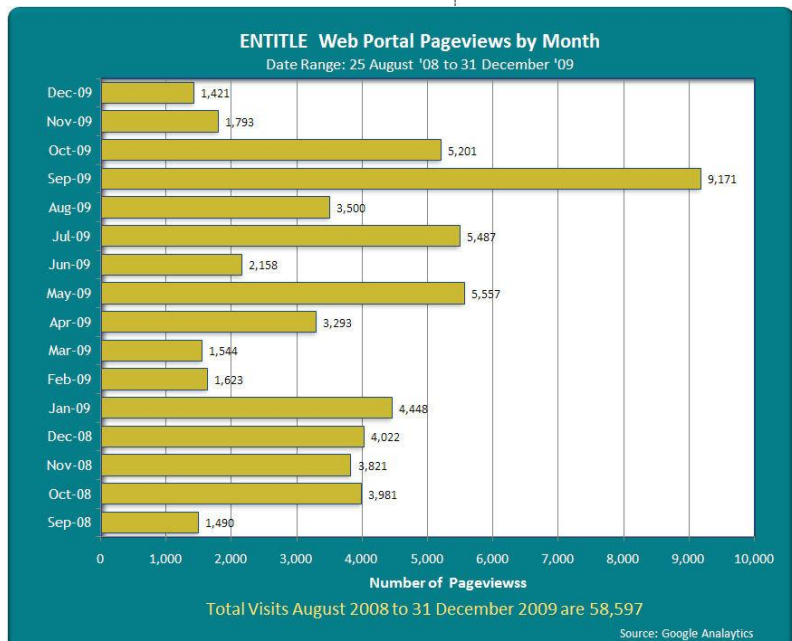
The following charts show visits by month. The increased number of visits beginning in August is due to concerted dissemination activities on the part of the ENTITLE network promoting the ENTITLE national meetings and final conference.

These charts detail the number of visits to the website and the number of pages viewed by month for the duration of the project.

**Visits by Month**  
Source: Google Analytics



**Pageviews by Month**  
Source: Google Analytics



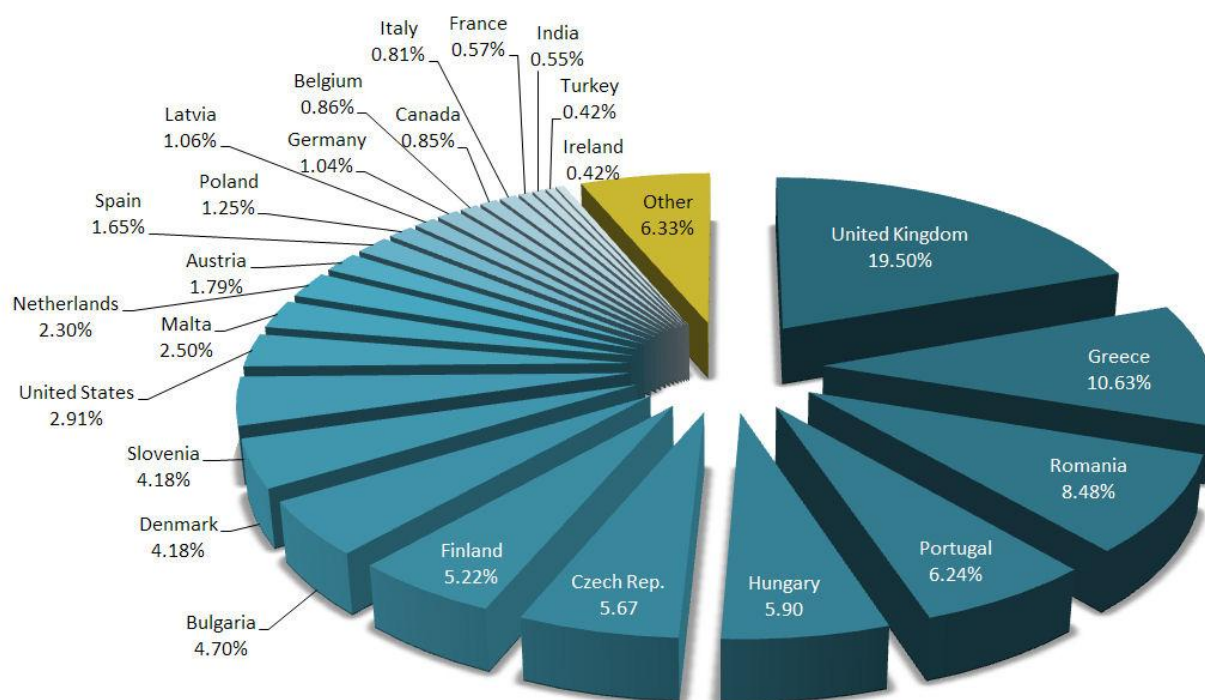
## 2.2 Visits by Country

Data in this first table (pie chart) is based on percentages of visits from particular countries to the ENTITLE web portal for the period 25 August 2008 to 31 December 2009. This is followed by a table with a more comprehensive listing of countries and specific data for this same reporting period.

These charts showing percentage of visits by country illustrate the diversity of visitors to the web portal, in particular from within Europe where network dissemination activities and meetings have been focused. All countries associated with the ENTITLE Network as members are represented. It is anticipated that the spread of countries visiting the web portal will continue to be wider.

### Percentage of Visits by Country to the ENTITLE Website

25 August 2008 to 31 December 2009



Source: Google Analytics

**Percentage of Visits by Country to the ENTITLE Web Portal**  
Date Range 12/8/08 to 31/12/09

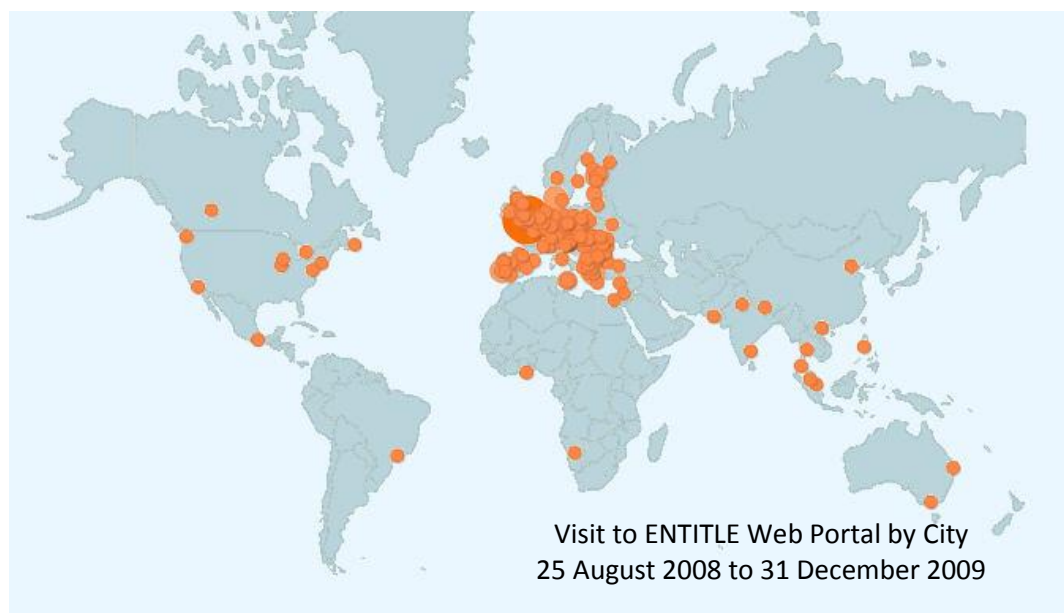
Country	% Visits	Country	% Visits	Country	% Visits	Country	% Visits
United Kingdom	19.50%	Slovakia	0.25%	Singapore	0.06%	Algeria	0.01%
Greece	10.63%	Australia	0.24%	New Zealand	0.06%	Isle of Man	0.01%
Romania	8.48%	Lithuania	0.24%	Macedonia [FYROM]	0.06%	Tanzania	0.01%
Portugal	6.24%	Switzerland	0.24%	Nepal	0.05%	Belarus	0.01%
Hungary	5.90%	Malaysia	0.23%	Egypt	0.05%	Cameroon	0.01%
Czech Republic	5.67%	Thailand	0.21%	Côte d'Ivoire	0.05%	Bermuda	0.01%
Finland	5.22%	Croatia	0.18%	Taiwan	0.04%	Mongolia	0.01%
Bulgaria	4.70%	Serbia	0.18%	Chile	0.04%	Qatar	0.01%
Denmark	4.18%	Philippines	0.17%	Tunisia	0.04%	Bangladesh	0.01%
Slovenia	4.18%	Pakistan	0.16%	Hong Kong	0.04%	Costa Rica	0.01%
United States	2.91%	Brazil	0.16%	United Arab Emirates	0.04%	Lebanon	0.01%
Malta	2.50%	Norway	0.16%	Iran	0.04%	Jersey	0.01%
Netherlands	2.30%	Russia	0.14%	Saudi Arabia	0.04%	Kazakhstan	0.01%
Austria	1.79%	Estonia	0.14%	South Korea	0.03%	Senegal	0.01%
Spain	1.65%	Moldova	0.13%	Colombia	0.03%	Burkina Faso	0.01%
Poland	1.25%	Luxembourg	0.13%	Morocco	0.03%	Iceland	0.01%
Latvia	1.06%	Israel	0.12%	Venezuela	0.03%	Ethiopia	0.01%
Germany	1.04%	Ghana	0.12%	Cuba	0.02%	Swaziland	0.01%
Belgium	0.86%	Mexico	0.11%	Kuwait	0.02%	Montenegro	0.01%
Canada	0.85%	South Africa	0.10%	Sri Lanka	0.02%	Dominican Rep.	0.01%
Italy	0.81%	Ukraine	0.10%	Kenya	0.02%	Cambodia	0.01%
France	0.57%	Indonesia	0.09%	Jamaica	0.02%	Bahrain	0.01%
India	0.55%	Nigeria	0.09%	Uruguay	0.02%	Seychelles	0.01%
Turkey	0.42%	Argentina	0.09%	Algeria	0.02%	Belize	0.01%
Ireland	0.42%	Japan	0.08%	Isle of Man	0.01%	Peru	0.01%
Sweden	0.40%	Vietnam	0.08%	Kenya	0.01%	(not set)	0.06%
Cyprus	0.32%	Bosnia & Herzegovina	0.08%	Jamaica	0.01%		
China	0.26%	Namibia	0.08%	Uruguay	0.01%		

Source : Google Analytics

## 2.3 City Overlay Map (Geo Map Overlay)

This city overlay map shows cities from which most visitors came to the site during the period 25 August 2008 to 31 December 2009.

This map offers a 'snap shot' from a global perspective on the diversity of visits to the ENTITLE web portal.



## 2.4 Top 20 Pages Visited

The following table shows the top pages visited on the ENTITLE portal by unique views and by a percentage of all pages viewed for the period (25 August 2008 to 31 December 2009).

### Top 20 Pages Visited

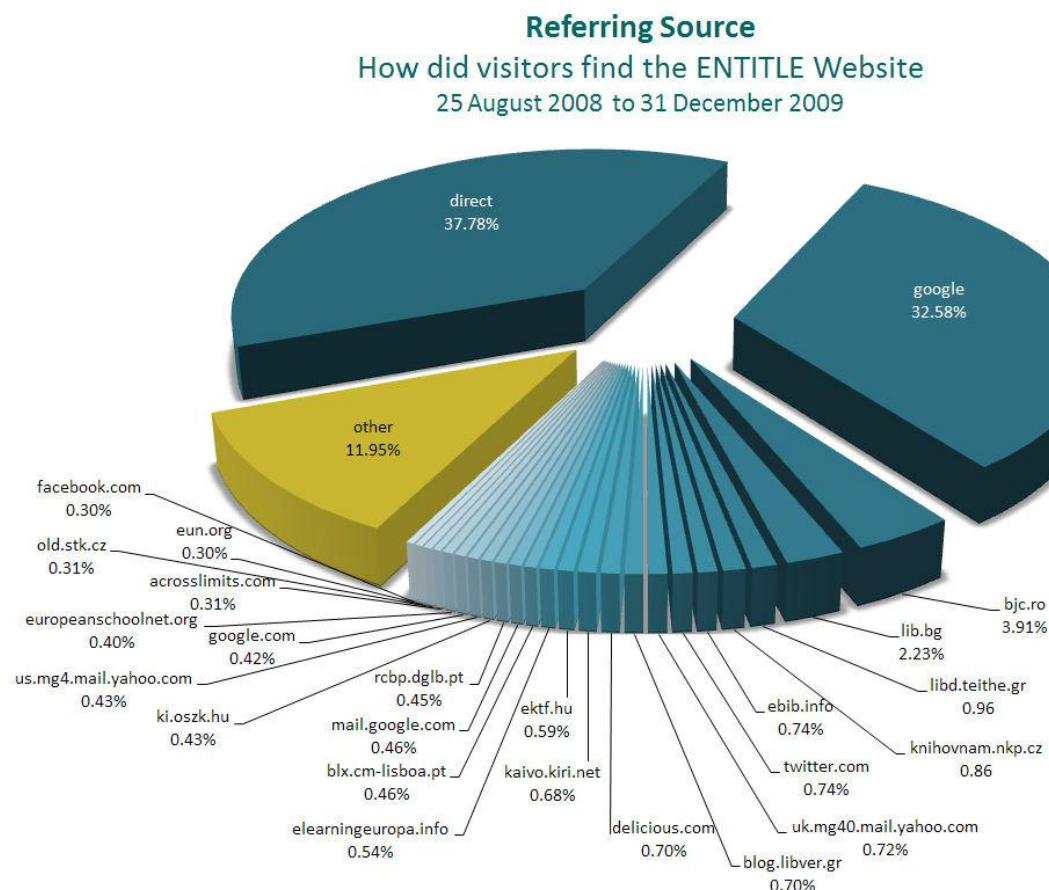
Date Range 15/8/2008 to 31/12/2009

	Page Titles	% Unique Visits	% of All Pages Viewed		Page Titles	% Unique Visits	% of All Pages Viewed
1	Home	9.19%	7.00%	26	Meetings/National-Meetings	0.73%	0.76%
2	Meetings	3.20%	4.16%	27	Meetings/Kick-off-meeting	0.59%	0.61%
3	Meetings/Final-Conference	3.95%	4.07%	28	Meetings/National-Meetings/Greece	0.35%	0.55%
4	Country-Surveys	3.30%	3.18%	29	Meetings/ENTITLE-expert-stakeholders-meeting/Presentations	0.27%	0.53%
5	Guidelines	3.19%	3.07%	30	Meetings/National-meetings	0.36%	0.52%
6	About-ENTITLE	2.33%	2.28%	31	Meetings/National-Meetings/Hungary	0.30%	0.52%
7	Assessment-Framework	1.55%	1.52%	32	Meetings/National-Meetings/Denmark	0.34%	0.46%
8	About-ENTITLE/The-Consortium	1.09%	1.22%	33	Meetings/National-Meetings/Slovenia	0.32%	0.46%
9	ENTITLE-expert-stakeholders-meeting	0.68%	1.57%	34	About-ENTITLE/The-Consortium/MDR-Partners	0.24%	0.43%
10	/eng/Meetings/Kick-off-meeting/Presentations	0.64%	1.46%	35	About-ENTITLE/Project-Background	0.57%	0.42%

## 2.5 Referring Source to ENTITLE Web Portal

The following diagram provides data on the source of referrals to the ENTITLE web portal (how visitors accessed the site) for the period 28 August 2008 to 31 December 2009.

Indications at this stage are that the main two sources of referrals to the web portal is by direct access (i.e., typing in the website address in an internet browser ) and via Google This is probably the direct result of network dissemination activities and materials promoting the ENTITLE web portal web address. A search for “libraries for lifelong learning” places ENTITLE near the top of the first page in Google results.



## 3 ENTITLE Stakeholder Data

The ENTITLE Content management System (CMS) holds a list of stakeholders who have registered on the portal in particular at the time that the Final conference was being publicized. In addition each of the project partners maintain lists of interested stakeholders within their own country and have used them throughout the lifetime of the project for dissemination activities including advising on national meetings, the final conference, publication of the Guidelines and Recommendations, Impact Assessment Framework, Country Surveys and Best Practice examples.

## 4. Social Networking

ENTITLE made a visible presence on Twitter on 1 September 2009 and has since tweeted about the Final Conference and the publication of any new project materials on the ENTITLE web portal. At present the ENTITLE Twitter account has 63 followers from both Europe and International including the USA and Australia. Twitter is in the top 10 of referring sites to the ENTITLE web portal (see page8)

[http://twitter.com/Entitle\\_LLL/followers](http://twitter.com/Entitle_LLL/followers)

Key Presentations about the ENTITLE project including the best practice examples of Lifelong Learning of Libraries in the participating countries on were published on Slideshare.

	<b>Title of Presentation</b>	<b>Statistics</b>
1	<b>ENTITLE - Libraries Lifelong Learning Kick-Off Meeting Introduction</b> <a href="http://www.slideshare.net/CarolUsher/entitle-libraies-lifelong-learning">http://www.slideshare.net/CarolUsher/entitle-libraies-lifelong-learning</a>	65 slides 436 views 5 downloads
2	<b>ENTITLE Final Conference - Libraries for Lifelong Learning</b> <a href="http://www.slideshare.net/CarolUsher/entitle-final-conference-1978195">http://www.slideshare.net/CarolUsher/entitle-final-conference-1978195</a>	8 slides 390 views 22 downloads
3	<b>Entitle Libraries for Lifelong Learning - Best Practices</b> <a href="http://www.slideshare.net/CarolUsher/entitle-final-conference-1978195">http://www.slideshare.net/CarolUsher/entitle-final-conference-1978195</a>	121 slides 477 views 1 download

Source: Slideshare

## **5. ENTITLE Final Conference: 'Libraries for Lifelong Learning'**

### **5.1. Conference Overview**

The ENTITLE Final Conference: 'Libraries for Lifelong Learning' was held in Budapest, Hungary on 16 October 2009 and was targeted at policy makers and representatives of national and European associations in the learning sector.

The conference was co-organised by Publika, the Hungarian Library Group and EBLIDA, the European Bureau of Library, Information and Documentation Associations.

A registration facility was provided on the ENTITLE website along an online leaflet promoting the conference. A print version was made available for the project partners. (see annex A)

At the time of the Conference, the ENTITLE project had reached the 22th month of its 24 month work programme and had collected many insights to contribute to the recommendations. This included the information generated by an extensive programme of national meetings on Lifelong Learning in Libraries.

The final conference provided an excellent discussion forum, where librarians and educators from all over Europe shared their experiences, good practices and exchanged their views on the role libraries should play in nonformal/informal learning.

The objective of the conference was to valorise and endorse the results of work undertaken by the ENTITLE project including:

- guidelines
- recommendations
- impact assessment framework

All documents related to the project were provided on a USB pen as part of a welcome package for conference participants.

A PowerPoint Presentation of examples of Best Practices of Lifelong Learning In Libraries was shown continuously in the lobby of the Conference event. This was also included on the USB pen

### **5.2 Conference Participants**

There were 60 plus conference participants from 16 member states. The participants offered perspectives across a section of interested organisations from Europe including county and national libraries, ministries, scientific and technological institutes .

## 5.3 Conference Programme

The Conference Programme was divided into 3 sections:

- Section 1: Policy Introduction
- Section 2: ENTITLE Results
- Section 3: Workshops

The Conference programme was designed to be participatory offering an opportunity to 'have a say' about the ePSIplus Network's draft Recommendations.

**Refer to Annex B for full Conference Programme**

The following is an annotated listing of the presentations.

### **Libraries-Knowledge-Social Development** - *Gábor Náray-Szabó, Hungarian Academy of Sciences*



This presentation was used to explain the ever increasing need for and overload of information into today's society and outlined the issues Libraries encounter when providing Lifelong learning, concluding that there is 'No social development without libraries'

### **Goals and work of ENTITLE** - *Rob Davies, MDR Partner*



An overview of the research and resulting products of the ENTITLE project. The presentation also includes the results of the analysis by MDR of a matrix completed by all of the Entitle partners for categorising the situation of public libraries in relation to LLL policy in each participating country.

### **Impact assessment framework** - *Natasha Innocent, MLA*

#### **What does the framework do?**

- Helps libraries describe the impact of their learning activities on individuals and communities
- A common language to talk to policy makers and funders about the role of libraries in supporting learning outcomes
- A methodology to support libraries to plan, evaluate and develop learning activity

A presentation providing an explanation of how the Impact Assessment Framework can work for Libraries, Policy Makers and Funders and can be used as a methodology to support libraries to plan, evaluate and develop learning activity. The presentation included details of the ENTITLE Output and Outcome Indicators.

## Best practice and lessons learnt during testing the impact assessment framework in public libraries: Experiences from Finland, Greece, and Portugal.

**Portugal:** *Leonor Gaspar Pinto, Libraries and Archives Department, Lisbon*



This presentation gave an insight on the testing of the Portuguese adaptation of the Impact Assessment Framework used on the ULISSES Programme which provides basic ICT lesson sessions for adults and senior citizens.

**Greece:** *Dr Emmanouel Garoufallou, Veria Central Public Library*



The Magic Boxes experience was a colourful video with music, providing details of the facilities available for children in the library including, a meeting place, robotics Club, gaming and virtual interaction, the discovery of music and theatre, storytelling and arts & crafts all in a vibrant child friendly environment.

**Finland:** *Kristina Virtanen, International tasks, Helsinki City Library*



A lively demonstration of the work of the Meeting Point in Finland, providing customers with access to sources of culture and information in the community. Details of a wide range of projects including Library 10, an extensive collection of musical materials, The Internet Bus, and Laptop Doctor .

### Final conclusions, recommendations for public libraries and policy-makers

**Wordle – the five guidelines, Roger Blamire, EUN**



A presentation depicting the result of adding text generated from the Guidelines to Wordle, a web application that can be used to generate “word clouds”. The more frequently a word is used the more prominence it is given in the image.

**ENTITLE Final Conference: Draft Recommendations, Rob Davies, MDR Partners and Roger Blamire, EUN**



This presentation outlined all of the 13 recommendations which were formulated following analysis of the guidelines and underlying work on gathering evidence and opinions. They were introduced as draft recommendations to delegates at the final conference and grouped under two headings:

- To policy-makers and funders
- To public library managers and advocates

## 5.4 Workshops

The second half of the Conference programme was organised into parallel working groups focused on discussing the 3 themes

- Libraries for Lifelong Learning
- Learning Impact
- Library 2.0 - libraries, literacy and learning in the knowledge society

The format of the working groups included short presentations related to the particular theme followed by discussions. Working group presentations and reports are accessible on the ePSIplus web portal.

<http://entitlell.eu/eng/Meetings/Final-Conference/Workshops>

## 5.5 Conference Outcomes

Following month-long period of consultation during which participants were invited to comment on the recommendations and suggest modifications, the recommendations were adopted as the final definitive recommendations arising from the ENTITLE project.

# **Annex 1**

## **Final Conference Programme**

## **Annex 2**

### **Final Conference Promotional Leaflets**

Print and Electronic Versions