

# Environmental Sustainability - A Marketing Tool for Libraries

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02.06.2016

**"Academic Librarian 4 - Sustainable Academic Libraries:  
Now and Beyond."**

Hong Kong University of Science and Technology (HKUST) Library and the  
Chinese University of Hong Kong (CUHK) Library

<http://library.ust.hk/al4/>

# Overview

- Sustainable / Green Library - Definition
- Green Library Checklist
- Marketing / Green Library Marketing
- Examples
- IFLA Green Library Award 2016
- Conclusion

# Environmental Sustainability

The consideration of the role of humanity in climate change and the notion of sustainable development are core concerns of society, and consequently of libraries. (ENSULIB)

<http://www.ifla.org/environmental-sustainability-and-libraries>

# Green Library - Definition

“They also focus on related services, activities, events, literature and projects, demonstrating the social role and responsibility of libraries as leaders in environmental sustainability.”

(IFLA / ENSULIB)

<http://www.ifla.org/node/10160?og=479>



Member of the  
iSchools  
Caucus

## 2012/13: The Green Library = Die Grüne Bibliothek



Aus dem Projektseminar "Von der Idee zum Buch" ging im WS 2012/13 erstmals eine zweisprachige Publikation mit Beiträgen aus mehreren Kontinenten hervor. Die Publikation beinhaltet sowohl allgemeine Beiträge zum Thema Nachhaltigkeit und Bibliotheken als auch interessante Fallbeispiele und Projekte.

### Full text online available (open access)

[Abstracts](#)

[Flyer English](#)

[Flyer Deutsch](#)

### Print

The Green Library = Die grüne Bibliothek. The challenge of environmental sustainability / ed. on behalf of IFLA by Petra Hauke, Karen Latimer and Klaus Ulrich Werner. München/Boston: De Gruyter Saur, 2013. VIII, 433 pp., Ill. (IFLA Publications, 161) ISBN 978-3-11-030972-0

Ergänzende Materialien / Additional materials online:

- **International Bibliography 1971-2012.** [Mehr ...](#)
- **Nachhaltigkeit bei Bau, Ausstattung und Betrieb. Eine Checkliste / Sustainable buildings, equipment, and management. A checklist** Engl. sowie Übersetzungen in zahlreiche Sprachen. [Mehr ...](#)

### Interessante Termine:

[Berliner Bibliothekswiss. Kolloquium](#), Dienstags 18 Uhr

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[Termine der Fachschaftsinitiative](#)

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Let's go exploring! Das iLab – ein Forschungslabor für die Informationswissenschaft.



# Green Library Checklist

## Green Library: Checklists

Klaus Ulrich Werner

**Nachhaltigkeit bei Bau,  
Ausstattung und Betrieb.  
Eine Checkliste**

**Sustainable buildings,  
equipment, and management.  
A checklist**

Originally published in: The Green Library = Die grüne Bibliothek. The challenge of environmental sustainability / ed. on behalf of IFLA by Petra Hauke, Karen Latimer and Klaus Ulrich Werner. München/Boston: De Gruyter Saur, 2013. VIII, 433 pp., ill. (IFLA Publications, 161) ISBN 978-3-11-030972-0. Abstracts freely available at: <http://www.degruyter.com/view/product/204586>

Deutsch/English (original)

### Translations:

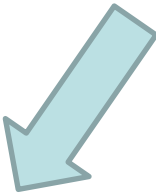
Arabic --- Bengali\* --- Bulgarian\* --- Catalan --- Chinese --- Czech\* --- Croatian ---

Finnish --- French\* --- Hindu\* --- Hungarian --- Italian\* --- Japanese\* --- Norwegian --- Polish --- Portuguese\* --- Romanian --- Russian --- Serbian --- Spanish --- Swedish --- Thai --- Turkish --- Usbek --- Vietnamese\*

<https://www.ibi.hu-berlin.de/de/studium/studprojekte/buchidee/bi12/checklist>

# The Green Library Checklist

1. Project planning, finance
2. Tendering
3. Site / location
4. Construction
5. The building
6. Interior fittings
7. Green IT
8. User services
9. Library management
10. Strategic goals
11. Marketing and PR
12. Certificates



# Marketing

It's all about the users' wants and needs!



Thinking “green” and “sustainably” acting

- will meet library users’ way of living and thinking,
- will come up to library users’ expectations.

Greening the library = the best way to  
marketing the library!

# Motto: “A green image is a good image”

... library  
success ?!

EU news and policy debates across languages

**EurActiv**.com

SRBIJA  
Česti nezadovoljni EU, ali ne bi da istupe  
Šta adolescencija privlači u ožihad?  
Stari reaktori ozbiljan bezbednosni rizik u EU  
Evropsko opredeljenje SNS samo privla

SECTIONS • NEWS SPECIAL REPORTS LINKSDOSSIERS INTERVIEWS OPINIONS INFOGRAPHICS VIDEO BLOGS


ADVERTISING

Royal Museums of Fine Arts of Belgium VISIT NOW

## ‘Green’ image seen as key to future business success

Home | Health & Consumers | News

15. Juli 2011 (updated: 15. Apr. 2013)



Supermarket 2 Drupal.jpg

Languages: Français

Print Comments 1

Customers are becoming more aware of the environmental impact of their lifestyles and the most successful companies will be those who best respond to shoppers' desire to 'buy green'.

SECTION SUPPORTERS

ABInBev REGENERON

SANOFI

ADVERTISING

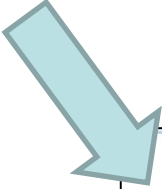
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POPULAR CONTENT


# Examples


Sustainability as a Brand

# The Brand: Germany – Land of Ideas



**Germany  
Land of Ideas**





Contact

Press

German

▼ **Germany - Land of Ideas**

- About us
- Our structure
- Our brand**
- Our partners
- Place Branding


► Projects in Germany

► Projects around the World

Home > Germany - Land of Ideas > **Our brand**


## Our brand

It was former Federal President Horst Köhler who “invented” the name in his inaugural address (23 May 2004): “Germany – a land of ideas: I see this as being curiosity and experimentation. As courage, creativity and a desire for the new without excluding the old, in all areas of life.” Since then, the brand has established itself in many people’s minds, and is synonymous with the associated dahlias. They are the symbol of the Land of Ideas, and are used in numerous projects, thereby achieving a high recognition value.



<https://www.land-der-ideen.de/initiative/willkommen-im-land-ideen>

# The Building as „Brand“





Deutschland  
Land der Ideen

Kontakt

Presse

Englisch

 Leichte Sprache

 Gebärdensprache

➤ **Deutschland - Land der Ideen**

▼ **Wettbewerbe**

Ausgezeichnete Orte  
2016: Nachbarschaft


Ausgezeichnete Orte  
2015: Stadt, Land, Netz!

10 Jahre: Festival der Ideen

Ausgezeichnete Orte  
2014: Innovationen  
querfeldein

Ausgezeichnete Orte  
2013: Ideen finden Stadt


Ideen für die  
Bildungsrepublik



Startseite > Wettbewerbe > 365 Orte im Land der Ideen (2006-2012) > Preisträger >  
**Philologische Bibliothek der Freien Universität Berlin**

← alle "Ausgewählten Orte"

## Philologische Bibliothek der Freien Universität Berlin



**Initiatoren**

Philologische Bibliothek der Freien  
Universität Berlin

Habelschwerdter Allee 45  
14195 Berlin, Berlin

➤ [www.fu-berlin.de/philbib](http://www.fu-berlin.de/philbib)

**Veranstaltung**

am: 11. April 2006  
in: 14195 Berlin

**Kategorie**

Wissenschaft

➤ **Alle zu dieser Kategorie**

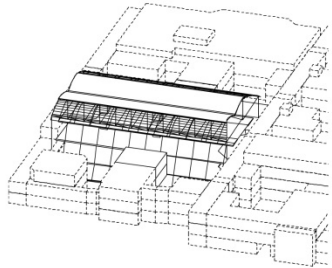
<https://www.land-der-ideen.de/365-orte/preistraeger/philologische-bibliothek-freien-universitaet-berlin>



# From a „Box“ to „The Brain“

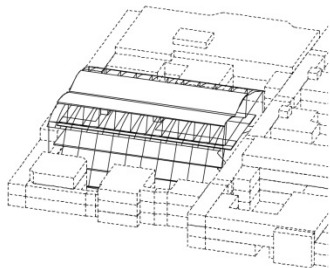
## Die Bibliothek - Entwurfsentwicklung

1. Wettbewerb 1997



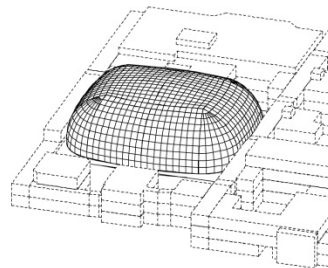
2. Überarbeitung 1998

Freistellen des Gebäudes, Trennung Alt/Neu



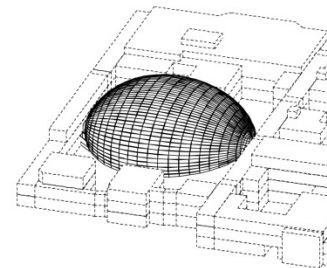
3. Vorentwurf 1998

Reduktion der wahrnehmbaren Gebäudehöhe



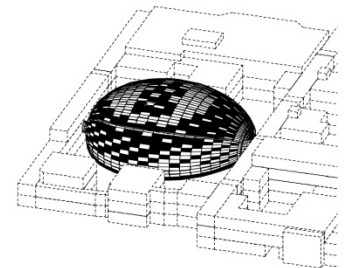
4. Entwurf 1999

Minimierung Grundriß und Lufträume

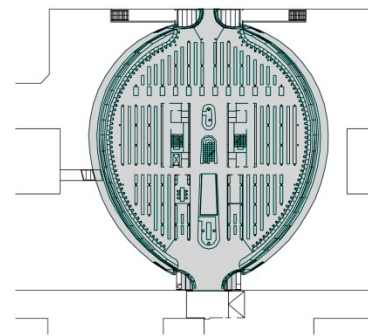
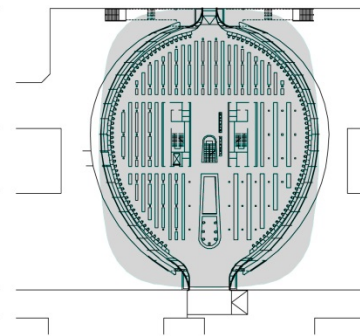
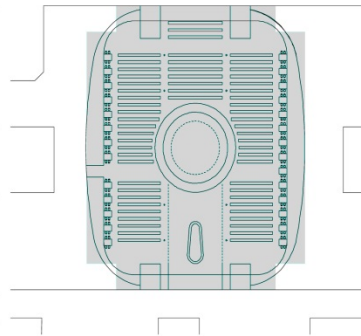
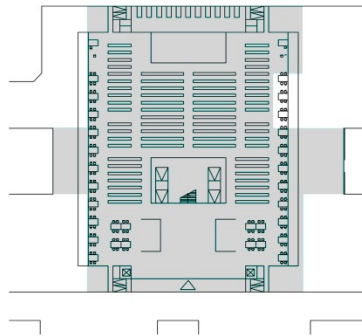
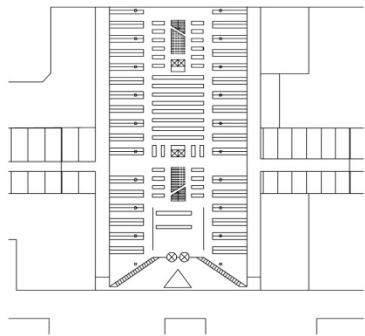
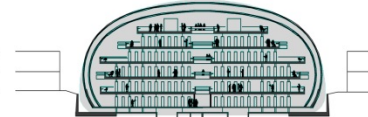
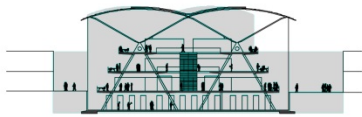
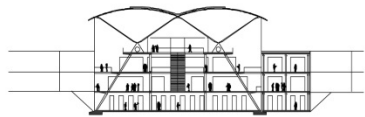


5. Ausführung 2001

Minimierung Gebäudehöhe

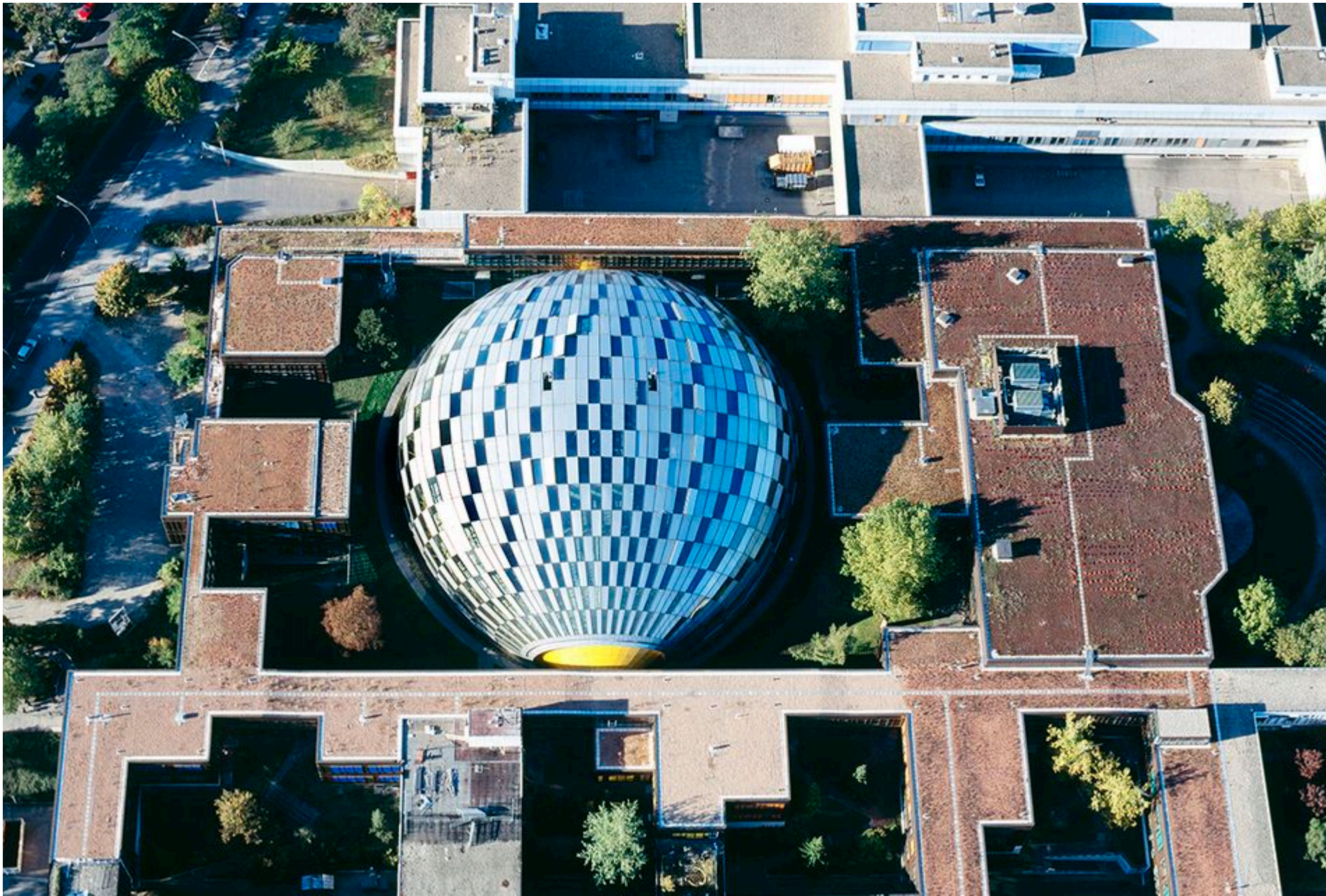


Minimierung der Kubatur und Optimierung der Form



Berlin, Philologische Bibliothek der Freien Universität





<http://www.pichleringenieure.com/Projekte/Alle-Projekte/Bibliothek-fuer-die-Philologischen-Faecher.html>





Berlin, Philologische Bibliothek der Freien Universität

# Wow!



MCDONALD, A. (2006). The Ten Commandments revisited. The qualities of good library space. *LIBER Quarterly*, 16(2), [ohne Pag.]. <http://liber.library.uu.nl/index.php/lq/article/view/7840/8010>

Libraries should lead by example  
(proactive and exemplary)



# HELP THE LIBRARY ACHIEVE

Zero Waste

A VARIETY OF MATERIAL CAN  
BE COMPOSTED IN THE LIBRARY



WHERE DOES ALL THAT COMPOST GO?



COMPOST STATISTICS

Total Material Composted in the First Year

Library: 7,073 pounds

Campus: 16,195 pounds

Did you know all campus compost is collected using a low and slow?

Since September, 228 bins have been added to collect compost on campus, replacing 840 pounds of CO<sub>2</sub> emissions. It would take a tree 17 years to absorb that much CO<sub>2</sub>.

MSU aims to divert 70% of campus waste from the landfill by 2017. Do your part by recycling your Sparty's material.

MICHIGAN STATE UNIVERSITY Recycling



Comp

Win wider stakeholders over to sustainability  
(supporting / funding agencies, Friends of  
the Library etc.)



Mississippi State students Preston Sorrell, Michael Keating and Abbey Wallace pose with one of the new campus bike repair stations being installed as part of MSU's Earth Day observation. All are enrolled in the university's landscape architecture and landscape contracting academic programs. (Photo submitted)

# Co-operation with sponsor initiatives



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## Green Fund

MSU is excited to offer a new opportunity for students, faculty, and staff to help Mississippi State University (MSU) become a more sustainable campus. The

MSU Green Fund is an optional contribution that will be used to fund sustainability efforts on campus. Together, we are investing in MSU's future and reducing our campus's carbon footprint. Help MSU go green! Opt-In to the Green Fund today! For more information, please visit <http://www.sustainability.msstate.edu/initiative/>.



Report  
Maintenance

## Contact Us

Gast Building  
130 Twelve Lane  
Mississippi State, MS  
39759

662.325.5830

**PR with and for the ecological activities  
of the library**





## McHenry Library Goes Zero Waste

The UC Santa Cruz Sustainability Office has chosen McHenry Library to pilot the first Zero Waste collection model for the university. Collection containers will be provided throughout the library to accept all recyclables, trash as well as compostable materials. Desk side collection bins have been modified to accept compostable materials and recyclable paper.

This change is a crucial step toward meeting the UC Office of the President's goal of reaching "Zero Waste" by the year 2020.

Email [zerowasteucsc@gmail.com](mailto:zerowasteucsc@gmail.com) with questions about the new collection program.



« **May 2016** »

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**Upcoming Events:**

**Pause for Paws**

Sun, Jun 5, 2016 5:00pm

**Pause for Paws**

Mon, Jun 6, 2016 6:30pm



**Not every library can be an environmental champion...**

# Not every library can be an environmental champion...

- use energy saving green IT - **talk about it!**
- install an intelligent light management – **talk about it!**
- minimize waste - **talk about it!**
- reduce printing - **talk about it!**

# Not every library can be an environmental champion...

- avoid plastics bags and cups – **talk about it!**
- promote fair trade products in the cafeteria – **talk about it!**
- choose eco-friendly library suppliers – **talk about it!**
- **talk about** the green facts & figures in the library's annual report!

# "If China doesn't go green it's the end of the world"

Li Xiaodong on Liyuan Library.

[https://www.youtube.com/watch?v=DozShHsqj\\_U](https://www.youtube.com/watch?v=DozShHsqj_U) / 5:36 min.

[http://www.nytimes.com/2015/07/07/world/asia/enticed-by-a-library-tourists-browse-a-chinese-village.html?\\_r=0](http://www.nytimes.com/2015/07/07/world/asia/enticed-by-a-library-tourists-browse-a-chinese-village.html?_r=0) /

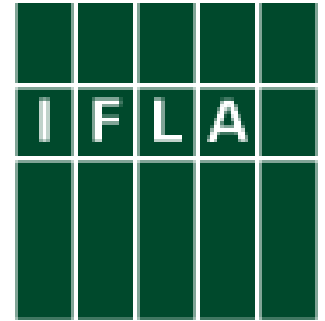


**C**reate a green image!

**C**ollaborate with green partners!

**C**ommunicate - it is essential for marketing!

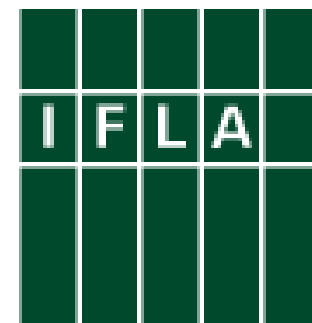
# IFLA



IFLA – International Federation of  
Library Associations and Institutions


<http://www.ifla.org>

# ENSULIB



- ENSULIB – IFLA Environmental Sustainability and Libraries Special Interest Group  
<http://www.ifla.org/environmental-sustainability-and-libraries>
- Environmental Sustainability and Libraries SIG's mailing list  
[ensulib@infoserv.inist.fr](mailto:ensulib@infoserv.inist.fr)
- ENSULIB Facebook  
<https://www.facebook.com/ensulib>

# IFLA Green Library Award 2016



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20 January 2016

**Announcement**

## IFLA Green Library Award 2016



DE GRUYTER  
SAUR



*sponsored by De Gruyter*

What is a Green Library?

**Web Editor for this group**  
Contact [Harri Sahavirta](#)

<http://www.ifla.org/node/10160?og=479>



# IFLA Green Library Award 2016

30 submissions from

- Australia (2)
- Colombia (3)
- Croatia (2)
- Germany (2)
- Ghana
- India
- Korea
- Malaysia
- Mexico (2)
- Nepal
- Netherlands (2)
- Papua Neuguinea
- Philippines (2)
- Portugal
- Taiwan
- UK
- Ukraine
- USA (5)

# IFLA Green Library Award 2016

1<sup>st</sup> Place Winner

El Pequeño Sol ecological library, Mexico



<https://youtu.be/teJ85KeH6W0> (2.43 min)

# Looking forward to seeing you!

- IFLA 2017, 19-25 Aug, Wrocław, Poland
  - <http://2017.ifla.org/>
- ENSULIB
  - IFLA Green Library Award 2017?!
  - Satellite Meeting Berlin 16-17 Aug, 2017
  - Project: Green Library Guidelines



# Conclusion

- Thinking “green” and “sustainably” acting
  - will meet your users’ way of living and thinking,
  - will come up to your users’ expectations.
- Marketing – it’s all about the users’ wants and needs!
- Greening your library = the best way to market your library!

# Further readings

- Antonelli, M., & McCullough, M. (eds.). (2012). *Greening Libraries*. Los Angeles, CA: Library Juice Press.
- Flannery, J.A., & Smith, K.M. (2014). *Eco-Library design*. Dordrecht: Springer.
- Jankowska, M.A. (ed.). (2014). *Focus on educating for sustainability: toolkit for academic libraries*. Sacramento, CA: Library Juice Press.

# Many thanks for your attention!



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