Environmental Sustainability - A Marketing Tool for Libraries

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"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
“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
2012/13: The Green Library = Die Grüne Bibliothek


Full text online available (open access)

Abstracts
Flyer English
Flyer Deutsch

Print


Ergänzende Materialien / Additional materials online:
- International Bibliography 1971-2012. Mehr ...  

https://www.ibi.hu-berlin.de/de/studium/studprojekte/buchidee/bi12
# Green Library Checklist

## Green Library: Checklists

Klaus Ulrich Werner

<table>
<thead>
<tr>
<th>Nachhaltigkeit bei Bau, Ausstattung und Betrieb. Eine Checkliste</th>
<th>Sustainable buildings, equipment, and management. A checklist</th>
</tr>
</thead>
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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
- Uzbek
- Vietnamese

[https://www.ibi.hu-berlin.de/de/studium/studprojekte/buchidee/bi12/checklist](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
It’s all about the users’ wants and needs!

Marketing
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 ?!
Examples

Sustainability as a 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.
The Building as „Brand“

From a „Box“ to „The Brain“

Die Bibliothek - Entwurfsentwicklung

1. Wettbewerb 1997
2. Überarbeitung 1998
3. Vorentwurf 1998
4. Entwurf 1999
5. Ausführung 2001

Minimierung der Kubatur und Optimierung der Form

Berlin, Philologische Bibliothek der Freien Universität
Berlin, Philologische Bibliothek der Freien Universität
Wow!

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 DO ALL THAT COMPOST GO?

- Food Waste
- Yard Waste

COMPANY CONTACTS

Tina Montes
Food Waste Coordinator
(303) 978-7677
info@library.com

Thank you for your support!
Win wider stakeholders over to sustainability (supporting / funding agencies, Friends of the Library etc.)
Co-operation with sponsor initiatives

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/.
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 with questions about the new collection program.

http://library.ucsc.edu/news/mchenry-library-goes-zero-waste
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 / 5:36 min.
http://www.nytimes.com/2015/07/07/world/asia/enticed-by-a-library-tourists-browse-a-chinese-village.html?_r=0 /
Create a green image!

Collaborate with green partners!

Communicate - it is essential for marketing!
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
- ENSULIB Facebook
  https://www.facebook.com/ensulib
IFLA Green Library Award 2016

You are here:
Home » Activities and Groups » Environmental Sustainability and Libraries » News » IFLA Green Library Award 2016

20 January 2016

Announcement

IFLA Green Library Award 2016

sponsored by De Gruyter

What is a Green Library?

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
1st 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, Wroclaw, Poland
- 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


Many thanks for your attention!