



knowledge without boundaries

# EIFL-PLIP

Improving lives and livelihoods through innovative public library services

IMPACT CASE STUDY

## Library brings hope to the unemployed Public Library 'Braka Miladinovci', Macedonia

Jobs are scarce in the municipalities of Radovis and Konce, which Public Library 'Braka Miladinovci' serves. An estimated one in five people is out of work; of these, 38% are women aged from 20-40. The library recognized that economic recession was only part of the problem. Other problems included lack of skills and access to affordable training, and poor self-confidence and motivation, especially among jobless women. The librarians put their heads together and created the Creative Minds Create Job Opportunities service.

With support from EIFL's Public Library Innovation Programme (PLIP), the library purchased 13 laptops, wireless internet routers and a printer. They developed a training curriculum that integrated motivation and confidence-building with computer and job seeking skills, and began intensive marketing to recruit trainees.

### Achievements and impact

- 39, just under 50% of the library's 82 trainees, have found jobs.
- The library was one of 67 winners of the ERSTE Foundation 2011 Award for Social Integration.
- The library won recognition from the municipalities of Radovis and Konce. Both municipalities are including library services as a priority in their 2012 budgets. Konce municipality has received a grant from the European Union for a new building and has decided to place a library in the building.
- The library has set up a website where employers can advertise positions and jobseekers can post CVs and market their skills.
- The number of library users increased by 74% - from 628 a week before the new service was introduced to 1,094 a week after one year.
- The number of unemployed library users increased by 176% - from 60 a week before the new service to 166 after one year.
- The director of Buchim copper mine – one of the biggest employers in the area – is supporting the library's training.





knowledge without boundaries

# EIFL-PLIP

Improving lives and livelihoods through innovative public library services

## What the users say

*'The [training] exercise was excellent, I felt like I was really attending a job interview, which is a great experience for me and which raises my self-confidence for future job interviews.'*

*'I am delighted by everything I have learned. I had no idea that looking for a job should be done that way. I should have attended this kind of training long time ago, but in Radovis there are not many opportunities like this. Many thanks to our library!'*

## The future

The library has achieved a remarkable success rate – of 50% trainees employed in an area where there is 20% unemployment. In addition to the ERSTE Award, the library has won the support of two municipalities, the business sector, civil society, students and local government. Creative Minds Create Job Opportunities will go from strength to strength.



*'The training increased my self-confidence and brought some light in my gray day-to-day routine.'* – Successful jobseeker.

EIFL-PLIP supported the service in May 2010. A year later, the library assessed the impact of the project. Information presented here is based on the library's assessment. For further information, contact librarian Ms Ivanka Sokolova – [ivanka.sokolova@gmail.com](mailto:ivanka.sokolova@gmail.com).

[EIFL](http://www.eifl.net) (Electronic Information for Libraries) is an international not-for-profit organisation dedicated to enabling access to knowledge through libraries in more than 60 developing and transition countries in Africa, Asia, Latin America and Europe. EIFL's Public Library Innovation Programme (EIFL-PLIP) supports public libraries to use ICT to implement innovative community development services. Learn more - [www.eifl.net/plip](http://www.eifl.net/plip); further information - [plip@eifl.net](mailto:plip@eifl.net). EIFL's Public Library Innovation Programme is supported by a grant from the Bill and Melinda Gates Foundation

