An Overview of BiblioRedes
Alexandria, November 10th, 2005

Auspiciado por:
Fundación
Bill & Melinda Gates
Chile

- Located in South America, extending to Cape Horn and Antarctica to the south and to Peru and the Atacama desert to the north.
- Population: 15.1 million inhabitants
- Rural population of 16.5 %
- 4.6% of the population is made up of indigenous people: Mapuche (87.31%), Aymara (7.01%) and Rapanui (0.67%).
- It is divided into 13 regions
- **20.6%** of the population of Chile lives in poverty.
- **4.2%** of the population is illiterate.
Some views of Chile
Digital Divide in Chile

- Computers in Chilean Households: 30%
- Internet Access in Chilean Households: 20%
Rate of ICT’s competencies at Chilean household level

- Excel Competencies
- Word Competencies
- PowerPoint Competencies
- Internet Competencies
- Competencies in other programs
- Access Competencies

66.8% of the people surveyed have no ICT’s competencies
What is BiblioRedes, Open your World Project?
The Chilean public libraries at the gateway of the digital era

The Bill & Melinda Gates Foundation and the Chilean Government, through the Directorate of Libraries, Archives and Museums (DIBAM), have initiated the BiblioRedes: Abre tu Mundo (Open Your World) project, which actively contributes in promoting equal access to the technologies of information and communication for the community through 368 public libraries between Visviri and Puerto Williams.
Target Group of the Project

- Educational Community
- Productive Sectors (Small and Medium Size Companies)
- Adult Community

Enlaces Network
Infocentres
Public Libraries Network
Equipment and Connection

- 1957 Pentium IV, 1.8 Ghz, computers with wide band connect from 128kbps to 10 Mbps.
- 1957 web cams, 377 scanners and printers.
- 17 training laboratories with 10 PC’s, data show, scanner, printer and wi-fi connection
- 17 mobile labs (notebooks) with wi-fi connection

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<th>Region</th>
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<td>Metropolitan Region</td>
<td>57</td>
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<td>National Total</td>
<td>377</td>
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Services provided to the Libraries

• Technical Support through a Help Desk: telephone assistance, remote control of equipment, on-site support.

• Training for Staff in charge of the Project in the Library (6 training cycles in 3 years)

• Training material and publications

• General assistance on-site

• Universal Access Fund, subsidies isolated places
Main Services for the Community

- Free Public access to computers and Internet
  - (wide band 128kb to 2Mb)
- Access to Programs
  - Office, Publisher, Access, FrontPage, Encarta
  - Multimedia Software
- Basic Training (Digital Literacy)
  - Technology for Information and Communication
  - Using the Internet with meaning
- Web publication
- Free hosting for Local Content web sites
- Publications for self-training
  - Computer Quick Guides and courses in Web Site

President of Chile, Ricardo Lagos
Why in Public Libraries?
A look at our public libraries

- Antofagasta, II Region
- Copiapó, III Region
- Canela, IV Region
- Valparaíso, V Region
- Talca, VII Region
- Tortel, XI Region
- Puerto Williams, XII Region
- Downtown Santiago, Metropolitan Region

BiblioRedes - Abre tu mundo
Open stocks
Soldiers

Physically challenged

Workers’ Unions

Indigenous Communities
Trust Placed on Institutions and Authorities, homes 2002-2003-2004
Use of the computer and Internet at the PL (patrons 2003-2004)
“Public Libraries, are a recognized “place” by the community, “a place” where citizens are reflected, “a place” where they coexist, where they access information; therefore, they “a place of participation”. This is why, social capital of the community is represented in them and they make projects like this possible, where digital inclusion is tangible”
Key Factors for Success
Model

Current Library

New Technological Infrastructure

Development of New Skills by Training

Internet Access

New Skills

Generation of contents

Creation of spaces for interaction

Local Community Impact

Continuous monitoring and impact evaluation
What our model aims at

- **Lack of Access:** 374 Public Libraries with public access, covering more than 80% of the municipalities of the country.

- **Lack of Training:** Focalized training offer in digital literacy, complementary training, thus turning it into lifelong learning.

- **Lack of Pertinent Contents:**
  Contextualization of contents according to needs and construction of own digital contents.
Advocacy

- We have focus our efforts on the following aspects:
  - Attracting people to the library and the new services through marketing campaigns, radio programs, etc.
  - Positioning the library with diplomas for the trainees, appearances on news programs and the media.
  - Communicating our achievements through our website, massive mailings, presentations in conferences.
Some examples
Partnerships: Success Key

Municipalities

Private Enterprises

Bill & Melinda Gates Foundation

Gobierno de Chile

BiblioRedes
A people based network
Our achievements
12,000 patrons daily
Which means that today we have: 180,000 Digital Literate Chileans!!!
Chile began dreaming and creating...today there are more than 2000 web sites of local content in www.biblioredes.cl
La Comuna de Cochamó, Capital Río Puelo cuenta con varias localidades y una de ellas es el "Valle Poloa".

El Valle Poloa constituye una dellez estas más bellas y atractivas de Río Puelo. En contacto con su naturaleza y paisaje se puede recorrer y apreciar una gran diversidad de flora y fauna características de la zona, así como sus distintos ríos y grutas.

Desde la capital de la Comuna se ubica a 4 km de distancia y presenta aproximadamente 365 habitantes.

En su recorrido existe una vía que transcurre paralelamente al camino de repisa y utilizada desde hace siglos.

La Fiesta de la Virgen de La Merced en Pietorca

En este año queremos mostrar esta festividad para recordar a nuestra Virgen de la Merced que es parte de la identidad de nuestra zona y nuestra gente.

Procesión
Flores para la Virgen
Contacto

Se celebra todos los años, al último domingo de septiembre y constituye una de las tradiciones más típicas de la comuna de Pietorca, en la provincia del mismo nombre, en la Región de Valparaíso, Chile.

La Fiesta se caracteriza por la procesión por la ciudad de Pietorca, sobre una alfombra de flores realizada por la población en las calles del pueblo. Esta procesión se acompaña de bailes religiosos y cantores a la divina.

Pietorca... 250 años de Historia

Reflexiones principales de MilenaReyes
BiblioRedes: A reference point for the world on how to close the gap of the digital divide

Information published in El Mercurio newspaper on June 10th, 2005
Video

• Channel 13: News Report
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