

Edmonton's City of Learners

Edmonton Public Library and Social Innovation



**Ontario Library Association Conference
January 2016**

Spread the words.

Social Innovation

“Social innovation refers to the creation, development, adoption, and integration of new concepts and practices that put people and the planet first.”

- Center for Social Innovation -



Edmonton

- 40% of citizens volunteer versus 27% in other Canadian cities
- Over 50% of Edmontonians carry valid library cards
- Half of Edmonton households are members of a community league
- Make Something Edmonton

96% of Edmontonians are Lifelong Learners

Lifelong learners are motivated to learn and develop because they want to: it is a deliberate and voluntary act. Lifelong learning is formal and informal. It is flexible, diverse and available at different times and in different places.

**More than 1000 cities in
the world have become
or are becoming
learning cities**

(UNESCO, 2014)



Learning to Know

Learning to Do

Learning to Be

Learning to Live Together

Learning Communities

“Creative communities in forging partnerships to find new ways to adapt to the challenge of change and to provide learning opportunities throughout life for all.”

**“We have
outstanding
learning
opportunities in
our city, but we
need to help
more people
take advantage
of them.”**

Edmonton Mayor Don Iveson



We Grow Learners

City of Learners Goals

- **Goal I.** Create City-wide Curiosity and Excitement about Learning.
- **Goal II.** Create wide-scale Awareness and Understanding of the City of Learners.
- **Goal III.** Connect with existing and emerging initiatives to raise awareness about learning opportunities across the city.
- **Goal IV.** Engage in Innovation and Collaboration in Edmonton's Learning Community.



“As communities **splinter and become more **isolated**, with more of us spending time in front of screens and pursuing individual activity, opportunities for people to **learn together in public spaces** will become increasingly important. There are few places in local communities that are open to everyone, irrespective of age, creed or social class – museums, **libraries** and archives have a crucial role to play in a **future refocus on lifelong learning.**”**

(Innocent, 2009)

EPL's Strategic Goals



Challenges to Overcome (aka Opportunities)

- The usefulness of libraries is questionable in this day and age.”
- “I guess it never occurred to me that EPL = lifelong learning.”

Positive Comments

- “It is my university, movie theatre, making place, and a vital part of my aging enjoyment. I love EPL!”
- “I consider EPL to be a mini-learning revolution... one that is current, exciting, and always changing.”






City of Learners

EPL helps grow engaged, passionate learners who are curious, sharp and always learning.

[Check out #3SkillsYEG](#)

City of Learners 

City of Learners

City of Learners
Steering
Committee

[#3SkillsYEG](#)

Get Started

#3SkillsYEG
Contest Entry

Learning
Champions



HELLO  **BIG LEAGUE LEARNER.**

WELCOME TO THE **#3SkillsYEG** CHALLENGE

City of Learners
EDMONTON
LIVES AT EPL

#3SkillsYEG What will you learn today? Join the #3SkillsYEG learning challenge.



“I like to think of learning as this incredibly powerful, universally accessible, high octane booster for your life.”



- Stephen Robinson -

www.52Skillz.com

1

From 52 to 16 to 3

52? **Um, completely overwhelming**

16? **Hmmm, still a lot**

3!! **Do-able and fun!**

WHAT WILL YOU LEARN TODAY?

EDMONTON GROWS LEARNERS.

JOIN THE CHALLENGE
#3SkillsYEG



http://www.epl.ca/browse_program/city-of-learners/

February

**PERSONAL
GROWTH &
WELLBEING**

JOIN THE CHALLENGE
#3SkillsYEG



March

**CREATIVITY AND
EXPRESSION**

JOIN THE CHALLENGE
#3SkillsYEG



April

**MAKING OUR
CITY BETTER**

JOIN THE CHALLENGE
#3SkillsYEG



Learning champion: Mack Male

“I am a proud geek in that I love to ‘geek out’ about things that I’m interested in.”

“I love learning new things and I think it’s important to practice the skill of learning – I try to do it every day. I wanted to be a Learning Champion to help encourage others in Edmonton to practice the skill of learning.”



Mayor Don Iveson at #3Skills YEG

Bin Lau @thebinster · 18m

Into everyday mayoral duties must fall cheese-making. Or stretching. #yeg #yegcc #yegfood #yegdt #3SkillsYEG

👤 Edm Public Library, Heather McIntyre, Tina Thomas and 4 others





Brittney @britl · 5h

After the announcement, @NAIT @ninahaggertyart @EPLdotCA and @MLDart are teaching skills. #3skillsyeg





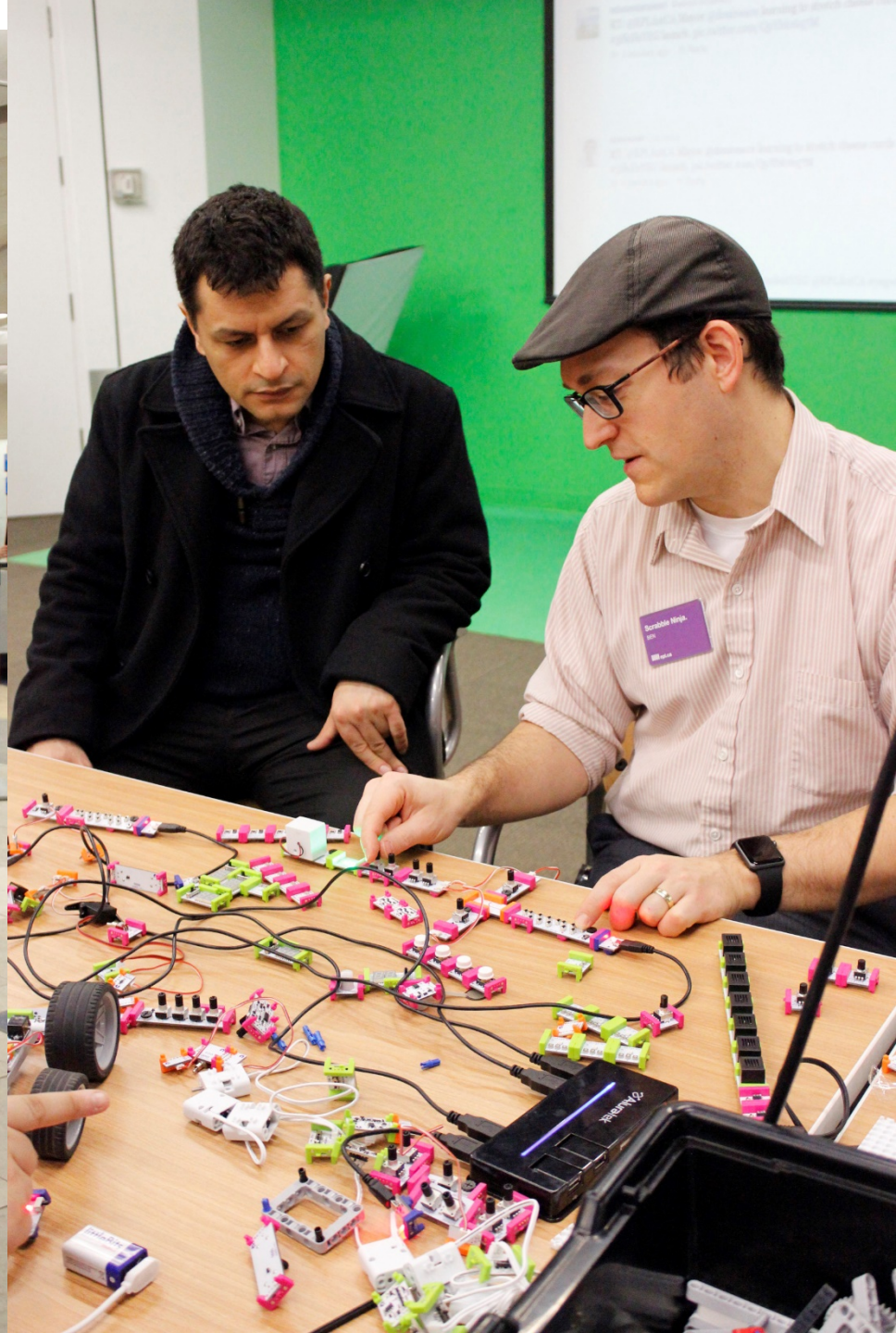




Holly @holtopia · 4h

Learning a little soldering was so much fun! @EPLdotCA #3SkillsYEG





#3SkillsYEG

Getting the Word Out!

- **Over 100 unique hashtag uses**
- **25 retweets & 18 favourites**
- **Reach: 276,601!**

#3SkillsYEG: Media Coverage

Edmonton, it's time to
brush up on your
Namibian language skills

- Edmonton Journal, January 21, 2016-



“The process of becoming a true learning city can take as long as 50 years to achieve.”

“No present-day city is more than 20 per cent of the way along that journey.”

Join the Movement!

Let's Grow Learners!

Thank you!

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epl.ca/cityoflearners/