

Tongwei County Library: Practices of Social Cooperation in Grassroots Libraries in Western China

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ABSTRACT

Through the cooperation with the Evergreen Education Foundation in the United States, the Tongwei rural library network has been set up and a cooperation service alliance between a public library and school libraries has been built; using project funding by Evergreen, it reached out to the local communities, and meanwhile, it carried out small projects to enhance its service capacity. Through participation in the Evergreen-sponsored international conferences, training, and projects, librarians have improved their service capabilities and sharpened their awareness of library services. Based on the local cultural characteristics and user needs, and funded by a grant from Hangzhou Library Foundation, Tongwei County Library has established a reading room as a space where people can read calligraphy and painting materials. In addition, it carried out special collections services, shot the documentary film “Autumn Story,” and held “Tongwei impression.” It is the first county library to achieve management automation, and the national-level library in the fifth national public library assessment.

KEYWORDS

American Evergreen Education Foundation, Hangzhou Library Foundation, Social Cooperation, Tongwei County Library

INTRODUCTION

Tongwei is located in central Gansu, China, with a total area of 2,908.5 square kilometers, administrating 18 towns, 332 villages, and 10 communities, with a total population of 405,100 (*Tongwei County Editorial Committee, 1990*). Located in the hilly and gully region of the Loess Plateau, Tongwei County’s arable land amounted to 183 million mu. It is 1,410-2,521 meters above sea level, with the average annual temperature of 7.5 °C, and the annual rainfall of about 380 mm. With gully slopes in its territory, it suffered from serious soil erosion, frequent natural disasters, and mainly droughts. Its production and living conditions are backward, which means its urban and rural residents per capita disposable income was 18,078 yuan and 5,289 yuan, respectively, in 2016, and it is a national poverty-stricken county.

Tongwei has a long history and splendid culture. Since it was set up as a county in Han Dynasty (Year 114 BC), there has been more than 2100 years of history. The ancient ruins and pottery found in the territory belong to “Yangshao” and “Qijia” culture. Tongwei is famous for “the hometown of Chinese painting and calligraphy art,” “the hometown of Chinese folk art,” “national advanced

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sports county,” “national advanced grain production county,” and the Bangluozhen conference venue is listed in the “100 red tourism¹ classic scenic area.”

Tongwei County Library has a long history. According to the “Tongwei County” yearbook, its origin can be traced back as early as the Ming and Qing Dynasties. In 1950, when the cultural center was established, there was a library set up in the center. The library was formally established in November 1979, and it was moved into its new building in July 2006. It was rated as the national-level library in the fifth national public library assessment in 2013. The Library has collected more than 130,000 volumes of publications of various types, including 17,500 electronic books, and more than 8,000 ancient books; digital resources amount to 6TB. There are 16 workers in the center, including three with vice senior professional titles, and five with intermediate titles. Its books are borrowed up to 110,000 times on average annually. It has won such honorary titles as “municipal model unit,” “advanced unit in ideological and moral cultivation for teenagers,” “advanced support center of Gansu Province’s cultural information resources sharing project,” and “advanced unit of Gansu Province public electronic reading room construction.”

Figure 1. Location of Tongwei County Library in China



In the fifth national public library assessment in 2013, of the 98 public libraries in Gansu Province, only 11 were rated at the first level and 12 at the second level (*Ministry of Culture, 2013*). The Tongwei County Library achieved such results mainly due to years of its social cooperation practice.

OVERVIEW OF SOCIAL COOPERATION IN PUBLIC LIBRARIES

Library social cooperation is a relatively general concept, which means, in the narrow sense: the various forms of cooperation and co-construction between a library and other social institutions and

individuals. Broadly speaking, it refers to the various forms of cooperation and co-construction between a library and its employees, readers, peers, and other institutions and individuals in order to complete the agency's own responsibilities and tasks (*Li & Lian, 2010*). The social cooperation in this paper mainly discusses the co-construction between public libraries and non-governmental organizations.

China's libraries and other social organizations' cooperation can be traced back to as early as 1912. Mr. Desheng Rong, a patriotic businessmen, donated to build China's first rural library—Wuxi Dagong Library. The next two or three decades saw a boom in donations toward constructing libraries (*Qu, 2010*). After China's reform and opening up, libraries' donation came mainly from compatriots of Hong Kong and Macao, and overseas Chinese citizens full of patriotic enthusiasm, and most of these donors' hometowns are in China's southeastern coastal areas. During the period from the end of the last century to the beginning of this century, China's public libraries, especially those in central and western counties, received widespread attention from all walks of life. Volunteer organizations and foundations were set up, and even special projects were launched to support the construction of various types of libraries. The funders were mainly domestic and overseas Chinese citizens and compatriots of Hong Kong, Macao and Taiwan. There are some active, relatively large-scale organizations and some programs which have had a certain social impact: Tianxiaxi Village Community Library Assistance Program, Guanghua Public Service Project by China Guanghua Foundation, China Mobile Love Library (Reading Room), Grass Park Public Service Library, Mingshushe, Smile Library, American Evergreen Education Foundation, American Apple Tree Library Foundation, Book Project by China Overseas Education Foundation, Hong Kong ZungFair Education Foundation, Dream Corps, Zigen Association in China for Rural Education, Li Ka Shing Foundation, China Soong Ching Ling Foundation, the AMITY Foundation, the SOAR Foundation, C.W.CHU Foundation, American Ford Foundation, the Elite Library Project by Hope Stacks, and Beijing Western Sunshine Rural Development Foundation and Plan International (*Zhou, 2008*).

The earliest discussion on "social cooperation" in the Chinese literature of library management appeared only at the beginning of this century. In October 2007, the second session of the China Library Association "100 County curator forum," and the Sino-German International Conference in Community and Town Library Construction and Development were held in Changshu, Jiangsu Province. Individuals and non-governmental organizations which contributed to the construction of libraries were invited to participate in the conferences. For the first time, the non-governmental organizations active in the construction of the libraries were presented to the library industry and the "social forces involved in library building" was listed as the theme of the third parallel session. In 2008, China's library industry announced the "Library Service Declaration" to the public, in which the last entry clearly stated: "Librarians seek sincere cooperation with people who provide care and support for libraries both at an organization level and at a personal level. All sectors of society are encouraged to help Chinese libraries' development through investment, donation, media promotion, volunteer activities and so on to promote the development of China's library industry." In 2009, the Academic Committee of Library Society of China established a "Research Committee of Library's Social Cooperation," whose main task was to "carry out theoretical research on library marketing, publicity and social cooperation, exchange ideas and practices, and promote cooperation between libraries and publishers, distributors, database providers, government agencies and all social circles." *The Public Library Law of the People's Republic of China* (Draft for Soliciting Opinions) published in 2017, put forward the government-led construction of public libraries. It is clear that the government plays a leading role in library construction and various interested parties, such as citizens, organizations, as well as college and university libraries, and research institutions' libraries are encouraged to actively participate in the construction of public libraries. Building a library based on social cooperation is given more and more attention by the government, which provides favorable policies to the construction of public libraries.

China's library social cooperation has experienced more than 100 years of development, and has also drawn the government's attention in more recent years. Both persons and non-profit organizations

are enthusiastic about the development of public libraries in the underdeveloped areas. However, due to large numbers of libraries in China, and persons and organizations that donate to public libraries being scattered across China that are unable to provide sustainable assistance, this leads to having few best practice examples so far.

PRACTICE OF SOCIAL COOPERATION IN TONGWEI COUNTY LIBRARY

It is at the beginning of this century, the most difficult time for the county libraries all over China that Tongwei County Library sought for social cooperation. It has received help from the United States Evergreen Education Foundation and Hangzhou Library Foundation, and formed a long-term cooperation relationship with them. After more than ten years of development, the most backward region's library located in China's western economy has grown considerably.

Cooperation With the Evergreen Education Foundation

The American Evergreen Education Foundation is a nonprofit organization founded by Dr. Faith Chao, and overseas Chinese citizens in 2001 in San Francisco, California. Its strategic focus is on enhancing information literacy of rural people by providing assistance in establishing modern libraries in rural China, in order to accelerate the educational, social, economic and cultural development in these areas. With its model of building China's rural libraries with information literacy as the core, the Evergreen Education Foundation received the "Education for All" award at the 2004 IFLA Conference by the Bill & Melinda Gates Foundation. In 2002, the Evergreen Education Foundation established the China Evergreen Rural Library Service Center, responsible for the support and coordination of the implementation of the library projects in China (*Zhang & Zhou, 2010*).

Setting up Tongwei Rural Library Network

In 2001, Tongwei No.1 Middle School was identified by the Evergreen Education Foundation as one of the first batch of schools to receive financial aid. While doing well in the service of teachers and students in the school, the school library extended its service to the villagers through students. Yet certain limitations were revealed, such as unprofessional library management staff, inconsistent service time, and unsatisfactory literature resources. In 2004, Prof. Zhengfu Liu from San Jose State University and Evergreen Foundation came to Tongwei to guide and coordinate the cooperation between school libraries and county public libraries. Tongwei County Library became one of its partners. The Evergreen Foundation provided a strong backup for the construction of Tongwei County Library, such as providing library automation management software, equipping the Library with computers and printers, bar code scanners, and other related equipment so that Tongwei Library became the first library to achieve automatic management among Gansu provincial county libraries. Taking grass-roots schools and grass-roots towns as the main line, the Tongwei No.1 Middle School Library and Tongwei County Library established Maying middle school circulation station, Tonghe primary school circulation station, Yigang town circulation station, Changhe town circulation station, and agricultural park circulation station. They formed joint service models of a school library extending services to rural primary and secondary schools, and a county library extending services to the township cultural station. The two sides shared resources and complemented each other in service space and human resources. What is particularly important is that through schools, the library service can be extended to the most remote rural areas. The alliance model created by school libraries and public libraries has served the local different target groups, and had a positive impact on the local rural community's educational, economic, and cultural development. This model has been rapidly promoted and replicated in other areas where the Evergreen Education Foundation provided financial aid to local public libraries. At the 71st IFLA Conference in 2004, the model of the construction of rural libraries in China promoted by the Evergreen with the promotion of information literacy as the core was awarded "Education for All" by the Bill & Melinda Gates Foundation. Mr. Tuowen Niu,

the headmaster of Tongwei No.1 Middle School, received the award and made a speech, “Evergreen Rural Library” in the General Assembly (*Zhang & Zhou, 2010*).

Providing Extended Services to the Community

Providing public access to the library collections and passing on the knowledge to readers is the ultimate goal of the Evergreen village libraries. After completing the infrastructure construction and network layout, the Evergreen Education Foundation focuses its work on the training of librarians to improve their capacity to provide information services. Under the assistance and guidance of the Evergreen Education Foundation and with its established regional library network, the Tongwei Evergreen Village Library has given full play to its own characteristics and advantages in providing customized information services for different target groups. It carried out information services on agricultural technique and health education to meet the information and cultural needs of the rural target groups, and promoted the region’s library development as a whole:

1. Biogas promotion project

In 2008, under the guidance of the Evergreen Education Foundation, and with funding from its grant, the rural biogas promotion project was carried out. In a year’s time, the school students were mobilized to cooperate with the county energy stations to promote the use of biogas in rural areas. A series of promotion activities were carried out such as compiling a Tongwei County rural biogas user manual, an essay and painting competition with “renewable energy use” as a theme carried out in the urban schools, the biogas promotion training courses organized in cooperation with the County Energy Office, and using cultural sharing project equipment and library collections of biogas materials to promote the use of biogas in villages and communities. Through publicity and promotion, in 2008, Tongwei’s “one pool, three changes” biogas project covering 2,000 households and with a total investment of 7 million yuan was completed. The project was part of the efforts of rural biogas construction on the basis of national debts by the Ministry of Agriculture. Tongwei County Library played an important role in the publicity campaigns for the successful completion of the project (*Wang & Niu, 2010*).

2. Health education programs

Health education activities which were focused on the healthy living of local people were carried out from the year of 2009. Based on the Evergreen Village Library Network, a wide range of health education and promotion activities were held. The campaign aimed to raise the local villagers’ awareness of health care, promote healthy lifestyles, and improve their health level. After three years of operation, remarkable results have been achieved. The Evergreen Foundation has purchased health books and subscribed to a large number of health journals for the project, and has put up health book shelves in the County Library, the No. 1 Middle School Library, community libraries, and circulation stations. At the same time, some medical and health experts have been hired from home and abroad as consultants to carry out the project. Over the past three years, through editing and releasing *Health Digest*, holding a variety of health talks, and carrying out other forms of activities, Tongwei County Library has played an active role for the healthy life of the local people of Tongwei.

Carrying out Small Project Activities

Based on the participation of libraries to carry out projects, Evergreen has enhanced the local libraries’ service capabilities. Small projects are designed to attract readers, improve book circulation rates, and enhance the quality of basic services to target patrons. They are small in size, short in project cycle, small in risk, and easy to operate and evaluate. Through the continuous development of small

projects, the Library is making progress toward an appropriate amount of collections, and better circulation rates, thus promoting its sustainable and healthy development. Meanwhile, the design of small projects can be flexible and diverse according to local conditions. Through the implementation of small projects, the project libraries and the Evergreen Foundation shared a common understanding of the concept and operation mode of public libraries (Zhang & Zhou, 2010). For each small project, Evergreen provides 5,000 yuan, of which 3,000 yuan is used for the purchase of the required books and equipment, and 2,000 yuan is used for activities such as prize and travel expenses. Since the beginning of the launch of small projects in 2009, Tongwei County Library has been actively involved and has successfully applied for 19 projects such as “Tongwei people forum,” “children’s story,” “surfing the Internet with the elderly,” “baby, please read the classic books,” “children painting and writing,” “colorful oil painting sticks,” “e-bank life,” “idiom stories for children,” “children’s safety common sense,” and “happy reading guide.” Through a series of reader activities, Tongwei County Library has successfully built its brand awareness, which is reflected in the increasing number of readers, the improved library circulation rate, and the enhanced library’s service capacity.

Conducting Librarians’ International Academic Exchanges and Training

In order to improve the quality of librarians, and share the new concept of library management and innovative services, training and exchange in the form of seminars or international meetings were held each year by Evergreen as a special service for the capacity building of rural libraries. Since 2003, Evergreen has organized a workshop every single year to discuss the development of rural libraries; an international conference on information technology and education (ITIE) has been held every two years. So far, Evergreen has successfully held seven such workshops and international conferences (training & conference).

There are two or three hundred representatives participating in each international academic conference, of which about 100 are the Evergreen-funded rural librarians and representative teachers. Representatives and speakers are from many countries and regions, including the United States, Europe, Singapore, Southeast Asia, and China’s mainland, China’s Taiwan and China’s Hong Kong, most of whom are educators, researchers in library studies, and non-governmental organization members. The selected topics were the hot topics of the library science. For example, on January 4, 2015, Chinese Premier Li Keqiang visited Chaihuo Makerspace² in Shenzhen, Guangdong Province, to experience the creative products of the young “makers”. The Prime Minister remarked, “Makers fully show the vitality of entrepreneurship and innovation among the people, and such creativity will serve as a lasting engine of China’s economic growth in the future” (*People’s Daily*, 2015). With the Prime Minister’s visit in Shenzhen, the domestic maker movement flourished, and the “maker education” has gradually become the hot topic of domestic industry, education, and library sectors. In this context, the theme of ITIE2016 was decided as “the creativity of the library.” This meeting was held in four places of Shenzhen, Guangzhou, Wuhan and Beijing, and hundreds of people including professors of experts, and well-known makerspace leaders attended the meeting from the United States, Britain, Denmark, Canada, Singapore and China’s Peking University, Tsinghua University, the Chinese University of Hong Kong, Wuhan University and other colleges and universities. Topics were extensively discussed in the conference, such as “creator and designer’s space,” “creativity in the library—space for everyone’s participation” and “space for students and educators.” This meeting made clear that maker activities will be carried in the future in the colleges or universities that participate in the activities. There were more than 100 participants in each training session, and the trainees were all rural librarians and teachers who were supported by the Evergreen Education Foundation. The content was about the most basic skills that a librarian needs. For example, the 2015 training was mainly focused on information resources, information retrieval systems, retrieval methods and means, and the participants also had an internship in the National Library of China. During the 14 meetings, 43 people in Tongwei Library attended, and they were supported by the Evergreen Foundation. The training and conference not only played a positive role in improving the quality of

librarians, developing their vision and innovating their concept, but also laid a good foundation for the development of Tongwei Library.

Social Cooperation Practice With Hangzhou Library Foundation

Hangzhou Library Foundation is the first public fundraising institution to promote the development of public libraries. It was established in 2003. The main purpose is to unite and integrate the social forces interested in public welfare undertakings in the new period and promote the Hangzhou public libraries. Its priority to use raised funds is to strengthen the less developed areas in the Hangzhou urban and rural communities in the public reading infrastructure investment. Meanwhile, it considers the trend of grassroots cultural undertakings and provides countermeasures for the improvement of a grassroots library (reading room) network system, and establishes an incentive mechanism to promote the development of public libraries in Hangzhou and the development of its human resources. Where conditions permit, the Foundation also supports the construction of public libraries (reading rooms) in less developed areas in various forms (Liang, 2013).

Creating Painting and Calligraphy Art Reading Rooms of Hangzhou Library Foundation

Tongwei County has a long history, rich cultural heritage and talented people. The accumulation of thousands of years has formed a unique local culture that advocates art, painting, and calligraphy in Tongwei. At present, there are more than 10,000 people who often paint and practice calligraphy in Tongwei, including five members of the Chinese Artists Association, 40 members of the Chinese Calligraphers Association, 73 members of the Provincial Artists Association and 80 members of the Provincial Calligraphers Association (Li *et al.*, 2016). During the slack season, crowds of farmers who love painting and calligraphy would put down their hoes, and pick up their pens; there are artists all over the country, whose hometown is Tong Wei, who are good at painting and calligraphy. The Tongwei painting and calligraphy culture, based on painting and calligraphy collection and creation in a popular style, has become a well-known “Tongwei phenomenon.” A painting and calligraphy related market has taken initial shape, which has promoted the development of related industries on the creation, training, mounting service, trading of painting and calligraphy artworks. At present the county has 480 galleries, 120 mounting service stores, 2,600 painting and calligraphy agents, and 2.8 million pieces of painting and calligraphy collections. Thirteen registered related organizations have been established including the association of galleries, the alliance of galleries, cultural industry association, collectors association, wenfangsibao³ association, education and calligraphy association. Since 2014, the county painting and calligraphy trade volume has reached 600,000 pieces, and the transaction volume has reached 1.9 billion yuan (Li *et al.*, 2016). “Tongwei phenomenon,” with the painting and calligraphy culture as a core, has been widely recognized by cultural and arts circles from China and overseas. China’s former cultural minister Wang Meng, writer Jia Pingwa, and a number of celebrities from cultural and arts circles have been to Tongwei to give lectures, investigate, or exchange ideas. Jia Pingwa wrote *Tongwei people* in his essay: “In addition to attention to education, Tongwei has also respect to the text to such an extent that their craziness about collections of calligraphy has reached an unimaginable level.” While investigating in Tongwei, Zhang Xianliang, the famous writer, wrote “the bustling world is in Chang’an, while the scholars’ world is in Tongwei”. Tongwei has won the honorary title of “the hometown of Chinese painting and calligraphy,” “the hometown of Chinese folk culture and art,” “the hometown of Chinese calligraphy,” “the hometown of Chinese poetry,” and “advanced county of calligraphy and painting industry.”

In view of the unique cultural characteristics of Tongwei, the Tongwei County Library has long set the goal of building calligraphy and painting collections. But it is difficult to achieve the goal, as the price of calligraphy and painting works is relatively higher, and Tongwei is one of the main poverty-stricken counties, always relying on the county’s financial allocation to purchase collections. So seeking external social cooperation becomes Tongwei County Library’s only choice.

Figure 2. Book donation ceremony



On the occasion that the annual academic conference of the Library Society of China was held in the Lanzhou, Gansu Province in 2007, Tongwei County Library got in touch with Hangzhou Library Foundation. After several consultations and communications, Hangzhou Library Foundation decided to create a reading room of calligraphy and painting materials in Tongwei County Library, and with an annual investment of 50,000 yuan, the reading room is expected to have the largest collections of calligraphy and painting materials among the reading rooms ever built in country-level libraries in China. In November 2007, the first batch of books purchased by Hangzhou Library was sent to Tongwei, including a total 1520 books of 1447 varieties, mainly books on the theories of calligraphy, and painting art and reference books. Tongwei Library opened a 120 m² reading room, and had all the books purchased by the Hangzhou Library and all its art books placed there. The reading room was named “Hangzhou Library Foundation painting and calligraphy art reading room.” Once it opened, the reading room was warmly welcomed by the local painting and calligraphy enthusiasts and they flocked to the Library to borrow books. In order to further improve the efficiency of the use of funds and books, in April 2008, the Hangzhou Library Foundation sent Zhu Ming, delegate of the Foundation and general manager of Beijing Meiyuan Yilian Arts and Technology Co., Ltd. to Tongwei for a supervised visit. After discussion, they agreed that Hangzhou Library would send books to Tongwei in terms of theme every year. So in 2008, 885 varieties of 1,384 volumes of reference books for the college entrance exam for art were sent, covering all of the art colleges and schools in China. Students who came to Tongwei County Library to borrow books said, “the reference books in the Library are really comprehensive and we cannot find so many reference books in the whole Gansu Province, not to mention in Tongwei.” The Italian art materials sent by Beijing Yuanyi Arts and Technology Co., Ltd. in 2014 to the Library were just imported into China, and not yet introduced into the domestic book market. Over the course of 10 years, the Hangzhou Library Foundation has donated more than 11,000 books, worth more than 600,000 yuan. So far a special collection system with significant regional characteristics and advantages has been completed. In order to improve the

special collections, Tongwei County Library has established a “national painting and calligraphy album database”, and “painting and calligraphy works made by those whose hometown is Tongwei.”

Shooting Documentary Film “Autumn Story”

In order to fully reflect the fact that Tongwei readers have benefited from the reading room of painting and calligraphy materials in the Tongwei County Library established by Hangzhou Library, and meanwhile publicize Tongwei culture where local people are keen on painting and calligraphy art, the documentary film “Autumn Story” was shot in 2014 in collaboration with the Hangzhou Library Foundation. The film interviewed Tongwei County’s calligraphers and painters, galleries, and calligraphy and painting training schools, reflecting the efforts of Tongwei County Library in setting up the reading room of painting and calligraphy materials. During the filming, the Hangzhou Library Director Chu Shuqing, Deputy Director Liang Liang, and his party came to Tongwei, to participate in the film’s shooting.

Figure 3. “Autumn Story” shooting scene



Holding “Tongwei Impression—Tongwei Farmers Painting and Calligraphy Art Exhibition in Hangzhou”

In order to fully reflect the effect of Tongwei Library’s calligraphy and painting art reading room for improving the artistic level of Tongwei calligraphy and painting enthusiasts, on June 2, 2015, the Tongwei County Library and Hangzhou Library Foundation jointly organized the “Tongwei impression—Tongwei farmers painting and calligraphy art exhibition in Hangzhou.” A total of 356 Tongwei farmers’ paintings and calligraphy works, and folk art works were exhibited. The differences between this exhibition and the previous painting and calligraphy exhibitions were that eight inheritors of folk art, such as Tongwei wheat straw stickers painting, Tongwei pyrography, Tongwei paper cutting,

Figure 4. “Autumn Story” shooting scene



and Tongwei spring leaves were invited to show the artistic creation process at the opening ceremony of the exhibition. This added a new aspect of the painting and calligraphy exhibition. This exhibition has aroused great attention in the local community, and Hangzhou.com.cn reported the exhibition with a news title of “Wheat straw stickers, paper cutting, pyrography, and shadow play—Tongwei farmers’ painting and calligraphy exhibition in Hangzhou,” while *Hangzhou Daily*’s report was titled “How is the county like where you walk a few steps and meet artists.” Meanwhile, Tongwei County Library edited and printed *Tongwei Farmers’ Painting and Calligraphy Art Exhibition in Hangzhou*.

Implications of the Social Cooperative Practice of Tongwei County Library

Throughout the history of Chinese libraries’ cooperation with others, there have been very few best practice examples so far. The implications of Tongwei County Library’s social cooperation practice were summarized as follows.

Sustainability is the Basis for the Success of Library Social Cooperation

Social cooperation of libraries does not mean simply donating books and equipment, and the process is somewhat complicated. Sustainability is the basis for the success of public libraries’ social cooperation, so the long-term cooperation planning is necessary, and a clear goal should be set for the cooperation as well. For example, the Evergreen Education Foundation has defined its very clear goal in its principle of “sustainability”, which is: “Through the construction of modern libraries, we effectively enhance the information literacy of people in underdeveloped areas, and to speed up the regional educational, social, economic, and cultural development.” The Hangzhou Library Foundation’s goal is “to build a reading room which has the largest collection of calligraphy and painting materials among all county-level public libraries in China through long-term cooperation.” It has achieved success after cooperation of up to ten years.

Figure 5. “Tong Wei Impression - Tong Wei Peasant Calligraphy and Painting Hangzhou Exhibition”



Figure 6. “Tong Wei Impression - Tong Wei Peasant Calligraphy and Painting Hangzhou Exhibition”



The Construction of Service Capacity is the Key to the Success of Social Cooperation

Service is the basic purpose and the core values of the public libraries. The ultimate goal of public libraries is to contribute to the improvement of local people's lives and production of local industries. Therefore, the construction of service capacity is very important. There is a Chinese saying that it is better to teach one how to fish rather than just giving one a fish. The Evergreen Education Foundation attaches importance to the construction of service capabilities. Starting from the beginning of the launch of its projects in China, it paid attention to the improvement of the service capacity of its partner libraries by means of holding international academic conferences, conducting training, and using different project implementation ways.

Library's Active Participation and Cooperation is the Guarantee of Social Cooperation Success

A public library should actively seek for its partners for social cooperation, and when cooperation starts, the library should also take the initiative to explore the effective mode of involvement in social cooperation. This is done in order to make full use of social cooperation to promote the construction and development of the local grassroots libraries, and seek for the best effect of social cooperation.

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ENDNOTES

- ¹ Red tourism refers to tourism featuring visits to historical sites with a revolutionary legacy.
- ² Makerspaces are collaborative spaces where people gather to share resources and knowledge to build things with tools.
- ³ Wenfangsibao refers to the four treasures of the study, which are the writing tools with Chinese characteristics, namely the writing brush, ink stick, paper, and ink slab.

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