



Leibniz-Informationszentrum  
Wirtschaft  
Leibniz Information Centre  
for Economics

## Press release

### **ZBW wins first “Movers and Shakers in Libraries 2012” award**

The German National Library of Economics – Leibniz Information Centre for Economics selected for the first Movers and Shakers Award for innovative librarianship

**Kiel/Hamburg, 24 May 2012: Birgit Fingerle of the ZBW – Leibniz Information Centre for Economics has won the award “Movers and Shakers in Libraries 2012” for her paper “Join the Innovation – The Open Innovation campaigns of the ZBW”. The prize was awarded for the first time in Germany.**

Economist Birgit Fingerle impressed a jury of five with the implementation of a new innovation management at the ZBW. At the core of her contribution stands the idea of involving customers in the innovation process, for instance through ideas competitions or lead user workshops. As Fingerle explained at the award ceremony: “Open Innovation allows the systematical integration of customers into the innovation process. In the past, innovations were usually hatched in isolation by oneself or with a small team of colleagues. Today the ZBW aims to open the innovation process for outsiders and their know-how and creativity.” The ZBW has put this approach of “Join the innovation” into practice with two public ideas competitions which were carried out on the Open Innovation platform Neurovation.

“Receiving the “Movers and Shakers in Libraries 2012” award is a validation of our persistent innovation efforts and our entire institution is very proud of it,” says ZBW director Professor Klaus Tochtermann and continues: “Innovation projects at the ZBW, based on our research strategy formulated in 2010, are primarily designed by the department of Innovation Management & Social Media, which also provides support during their step-by-step implementation in other departments.”

The “Movers and Shakers in Libraries 2012” award was instituted by the publisher De Gruyter. It was awarded in cooperation with the journal BIBLIOTHEK Forschung und Praxis (BFP) and the Zukunftswerkstatt Kultur- und Wissensvermittlung e.V. (Future Workshop Culture and Knowledge Transfer) for the first time during German Librarians’ Day 2012 and marked with a ceremony and a brief presentation of the winning projects. The aim was to find forward-looking people or teams who turn ideas into reality and get the library scene moving. The prize is endowed with 500 euros.

#### **About the ZBW – Leibniz Information Centre for Economics:**

The ZBW – Leibniz Information Centre for Economics is the world’s largest information centre for economic literature, online as well as offline. Today the institution holds more than 4 million volumes

and subscribes to 32,000 periodicals and journals. In addition, the ZBW provides the fastest-growing collection of Open Access documents on the internet: EconStor, the digital publication server, currently gives free access to more than 37,000 articles and working papers. EconBiz, the search engine for international economic information, allows students and researchers to search among nine million datasets. The ZBW edits two journals in economic policy, *Wirtschaftsdienst* and *Intereconomics*, and in cooperation with the Kiel Institute for the World Economy produces the *Peer Review Journal Economics* based on the principle of Open Access. The ZBW is a member of the Leibniz Association and has been a foundation under public law since 2007.

Press contact:

DR. DOREEN SIEGFRIED  
Press Relations Officer  
ZBW - Leibniz Information Centre for Economics  
Düsternbrooker Weg 120  
24105 Kiel  
T: +49-431-8814-455  
F: +49-431-8814-520  
E-mail: [d.siegfried@zbw.eu](mailto:d.siegfried@zbw.eu)

Hamburg Branch:  
Neuer Jungfernstieg 21  
20354 Hamburg  
Germany

[www.zbw.eu](http://www.zbw.eu)