



**Vilnius  
universiteto  
biblioteka**

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# Heritage Collections: a Tool of Library Services Marketing and Communication

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## Vilniaus universiteto biblioteka

### Origins - donations of :

- kings and dukes (Sigismundus Augustus),
- bishops (Georgius Albinus, Valerianus Protasewicz etc.)
- Noble families (Sapieha, Radziwill, Pac etc.)
- Professors and students of the university
- And many others

- Manuscripts – more than 325 000 documents
- Rare books – more than 160 000 items
- Graphics – over 92 000 artworks

Digital collections  
([atmintis.mb.vu.lt](http://atmintis.mb.vu.lt))

## Heritage for research and studies

- Scientific research of heritage collections: Heritage Collections and Research Department (Manuscripts, Rare Books, Documental Heritage Preservation)
- Research and dissemination projects
- Publishing




Digitization of GDL Courtbooks in  
VUL (*DigiCOURT*)

Virtual reconstruction of the oldest  
academic library in Lithuania  
(*VIRTUS*)



COST „Republic of letters“

Material Evidence in Incunabula  
(MEI) database (CERL)



Lithuania in Vilnius University Library  
(*Lietuva VUB*)



Fundraising project to preserve 4  
unique globes

**Segmented marketing:  
let every user get his/hers service!**

More information in digital form – less  
visitors in reading rooms

More specific needs and questions

Increase of visibility and usability



# Finances

In 2007-2018 various heritage related activities attracted 670 000 euros

- Projects – 603 000 (European funds, Research Council of Lithuania)
- Publishing – 51 500 euros (Lithuanian council for culture)
- Events – 3 000 euros (Lithuanian council for culture)
- Lithuania in Vilnius University Library – 11 800 euros (Lithuanian council for culture)





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# Contacts

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