The Need to Change

The IFLA Trend Report and the Shift of Paradigms in Libraries

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Riding the Waves or Caught in the Tide?
Insights from the IFLA Trend Report

http://trends.ifla.org/insights-document
5 Key trends

TREND 1: NEW TECHNOLOGIES WILL BOTH EXPAND AND LIMIT WHO HAS ACCESS TO INFORMATION

TREND 2: ONLINE EDUCATION WILL DEMOCRATISE AND DISRUPT GLOBAL LEARNING

TREND 3: THE BOUNDARIES OF PRIVACY AND DATA PROTECTION WILL BE REDEFINED

TREND 4: HYPER-CONNECTED SOCIETIES WILL LISTEN TO AND EMPOWER NEW VOICES AND GROUPS

TREND 5: THE GLOBAL INFORMATION ECONOMY WILL BE TRANSFORMED BY NEW TECHNOLOGIES
All trends are connected
TREND 3:
The boundaries of data protection and privacy will be redefined.

TREND 5:
The global information economy will be transformed by new technologies.
TREND 1:
THE BOUNDARIES OF DATA PROTECTION AND PRIVACY WILL BE REDEFINED

TREND 2:
ONLINE EDUCATION WILL TRANSFORM AND DISRUPT TRADITIONAL LEARNING

TREND 3:
THE GLOBAL INFORMATION ECONOMY WILL BE TRANSFORMED BY NEW TECHNOLOGIES
Deliberation and many questions
New Technologies will Both Expand and Limit Who has Access to Information

The world’s information at your fingertips – but what can you do with it?
Online Education will Democratise and Disrupt Global Learning

If online education is free, then how much is it really worth?
The Boundaries of Privacy and Data Protection will be Redefined

Who’s profiting from your personal information?
Hyper-Connected Societies will Listen to and Empower New Voices and Groups

Are you ready for cyber-politics?
The Global Information Economy will be Transformed by New Technologies

When your phone, your car and your wristwatch know where you are at all times – who runs your life?
Global thinking and local analysis
IFLA Trend Report: examples in Europe

- Denmark
- Spain
- Portugal
- Italy
- Sweden
- Finland
- Estonia
- Germany
- Austria
IFLA Trend Report: activities in Europe

- Seminar “Ahead of the Curve: recognizing and reacting to growing trends” (2015, Finland)
- Analysis of 5 library trends; the prediction of possible future impacts (2015, Tuscany and 2014, Milan)
- Vienna Conference on the future of libraries (2014, Austria)
- Library trends in Estonia according to the IFLA Trend Report (2015, Estonia)
- BAD Conference (22nd of October 2015), Evora, Portugal
Common challenges after revising the IFLA Trend Report

• Differences in levels of responsibility between libraries
• The need to drive a United Nations strategic plan to ease the digital challenges that libraries face, in order to offer opportunities in society (1st step: 2030 Agenda)
• The need to improve cooperation between libraries on both national and international levels (IFLA strategy)
• Librarians want to know more about author rights and data protection laws, understand how to manage data protection in their work and advise users about how to manage their own data
• Competing with a private access to information and content publishing market
Common approaches after revising the IFLA Trend Report

- Reduce responsibilities between local and regional libraries (Europe is considered a region)
- The need to have municipalities participate in creating policies regarding the application of ITCs and other challenges that libraries could face in the future
- Make people aware of the trends included in the report
- Strategic vision for creating employment, raising awareness about library work at national level
IFLA Strategy – Key Initiatives

• Background: Trend Report
• **2016-2021 Strategic Plan** guides our work in order to improve access to information and cultural heritage for the global community
• Launch initiatives through activities to reach our goals
Key Initiative 1: Libraries and their role in today’s society

- Reading and literacy
- Libraries and international organisations
- Libraries in a changing environment
- Promote IFLA rules
- Transforming attitudes and perceptions
Key Initiative 2:
Information and knowledge

• Sustainable information environment
• Fair copyright framework
• Influence internet “governance”
Key Initiative 3: Preserving Cultural Heritage

- Develop specialist centres in the Preservation and Conservation Centres (PACs)
- Promote the new Cultural Heritage Advisory Board
- Work with our members to boost:
  - The adoption of regulations and good practices in the collection and conservation of cultural heritage
  - Develop a Risk Register for endangered cultural heritage
- Continue to work with the UNESCO on digital conservation (PERSIST Project)
Key Initiative 4: Ongoing Training

- Libraries in the 2030 Agenda for Sustainable Development
- IAP, International Advocacy Programme
- Growing leadership
- Strong library associations
- Increase our presence in the Regions
International leadership

1. Lyon Declaration on Access to Information and Development

2. Working with the UN and Ministries of External Affairs and Chanceries from around the world

3. Contribute to the 20130 agenda draft on:
   - Public access to information and ITCs
   - Culture and cultural heritage
   - Universal literacy
Transforming our world: the 2030 Agenda for Sustainable Development

Success story:
We enabled the inclusion of Goal 16 in the 2030 Agenda

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

16.10 Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements. [p.30]
International cooperation and strategic alliances

• IFLA ensures that the librarianship’s voice is represented through its relationship with: UNESCO, ECOSOC (Economic and Social Council of the United Nations), WIPO (World Intellectual Property Organization), ISO (International, Organization for Standardization) and Blue Shield

• Working closely with our members: ICOM (Museums), ICOMOS (Monuments), CCAA (Audiovisual archives), ICA (Archives), UNESCO, Blue Shield, IFLA Preservation and Conservation Section Regional Centers.
Conclusions

1. We must IDENTIFY TRENDS from the information environment: continued work in progress

2. We should ANALYSE STRATEGIES to promote the correct design of information services

3. We have to CREATE STRATEGIC ALLIANCES with organisations and governments to reinforce the idea that libraries are an investment

4. We need to ADAPT LIBRARY AND INFORMATION SERVICES to the current context and prepare for the future
Libraries: Motors of Change for sustainable development

Our aim is to keep libraries relevant in a fast changing environment and to give citizens equal access to knowledge, information and cultural heritage as well as to extensive library services to stay informed and to actively promote a well informed and strong society.

Libraries are motors of change for society to achieve sustainable development.
Thank you!
Any questions?

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