

4th China-CEEC Curators' Forum of Libraries Union

Translating Trends **Transforming ideas to impactful local actions**

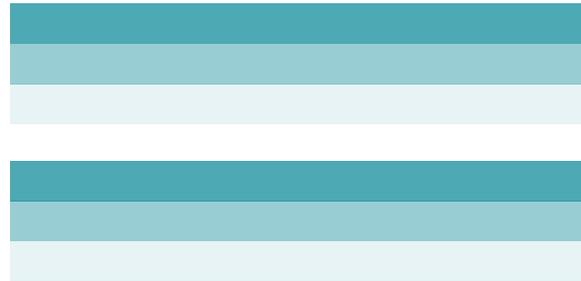
20 October 2025

Helen Mandl
Deputy Secretary General

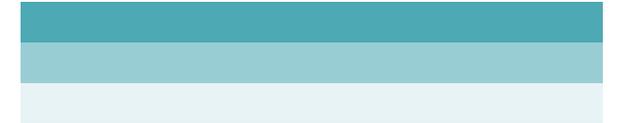
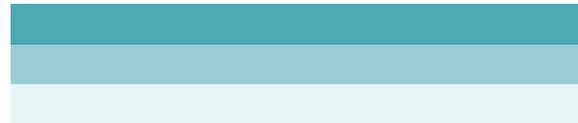
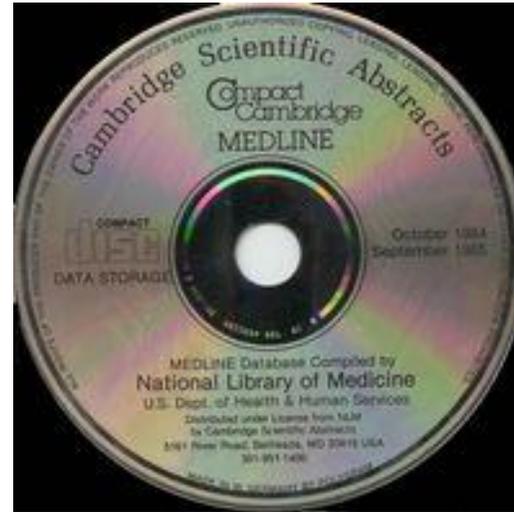


**International
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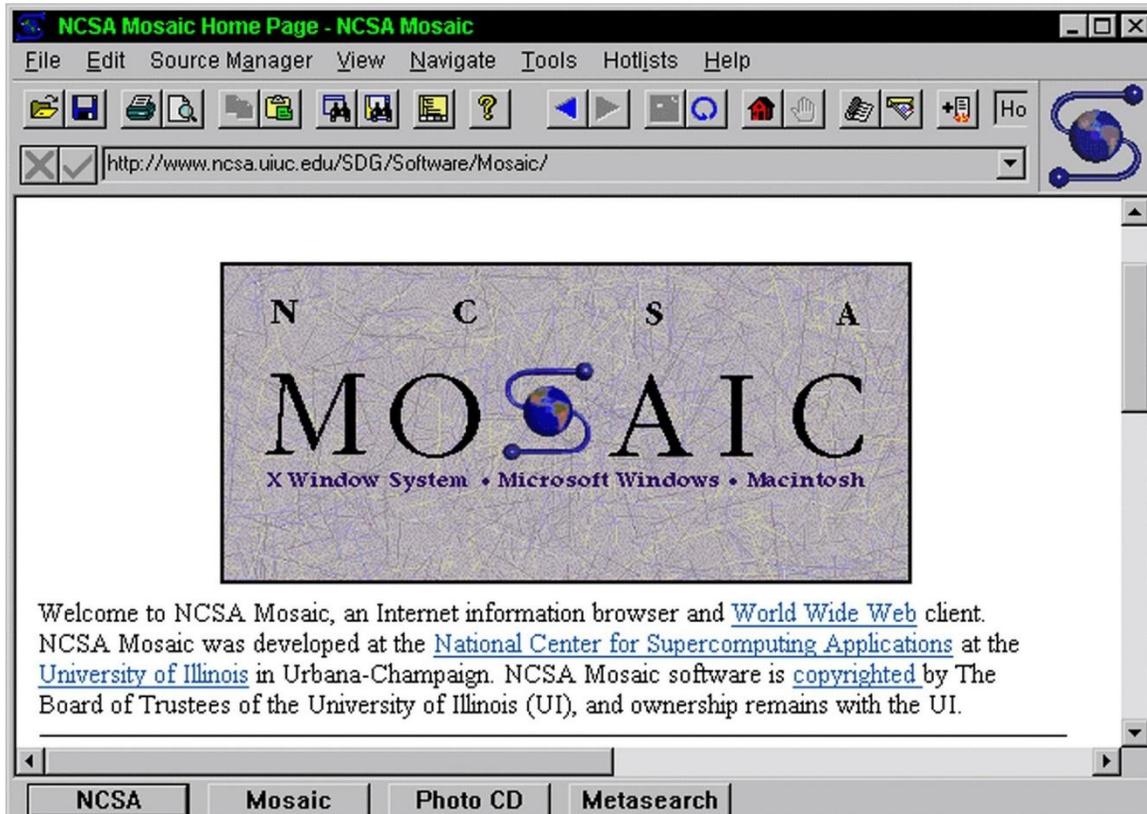
Transformation



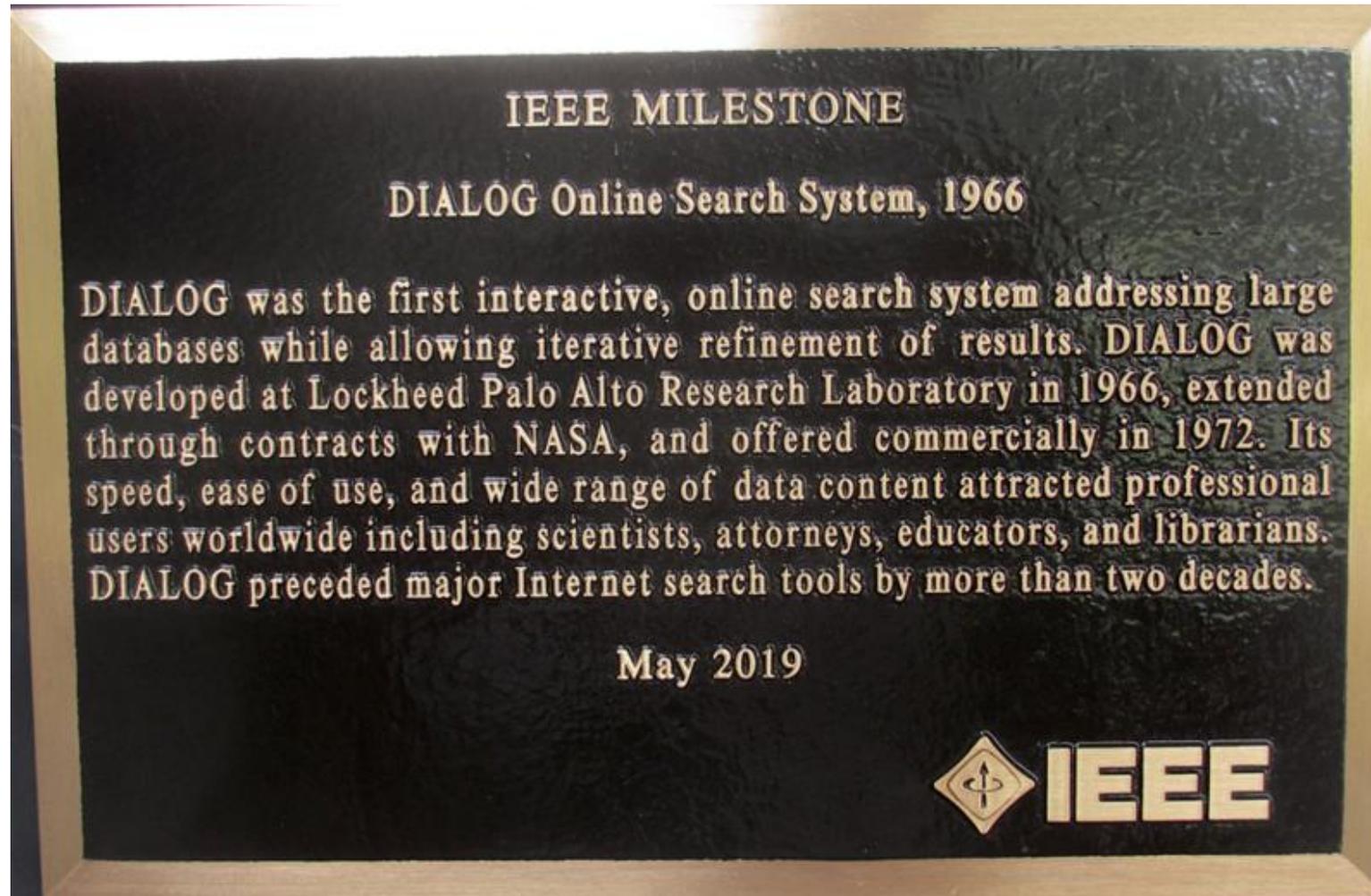
Transformation



Transformation



Transformation





IFLA

TREND REPORT

2024

Facing the future
of information
with confidence



Trend report

- The report is a conversation starter.
- It aims to be generative rather than predictive.
- What is currently happening? What is likely to happen in the near future?
- The identified trends occur in the context of the rapid advancement of generative AI and all the questions it raises for information and society in general.
- A catalyst for thinking through the potential implications for information, knowledge and libraries in a variety of contexts and possible futures.

Trend 1 | Knowledge practices are changing

The future holds both opportunities and challenges for improving equity in knowledge systems

- Acceptance of the need to recognize diverse perspectives and voices.
- Misinformation continues to impact society
- New ways to create, share and use information

How can you build skills in your community to counter misinformation?

How do you use short form video to engage people with library information?

Trend 2 | AI and other technologies are transforming society

Generative AI and new technologies are changing how we create, share and use information

- Generative AI has great potential, but also potential harms
- Digital twins are scaling up

How will AI change things like learning, language translation and creating content and information?

Trend 3 | Trust is being renegotiated

Re-establishing trust in government and media is central for our societies to flourish

- The loss of local news production is affecting those communities already disadvantaged in other ways
- The open movements face challenges

What role can local libraries play in news deserts?

How can libraries help build trust in public institutions?

Trend 4 | Skills and abilities are becoming more complex

People will need practical, critical and digital skills to thrive

- There is a global talent shortage and a growing demand for digital skills and competencies
- Media and information literacy benefits individuals and communities

What is the role of libraries in identifying and addressing emerging skills gaps in communities?

Does media and information literacy offer a solution to online harms and threats?

Trend 5 | Digital technologies are unevenly distributed

Digital inclusion will increase equity

- The digital divide is deepening
- Essential services are migrating to digital-first and digital-only service provision that requires a digital identity
- Inclusive cultural information frameworks create equitable futures

**What data do you currently have? What data do you need?
What data should you be collecting (or not)?**

**What access to devices and connections do people in your
community have outside the library?**

Trend 6 | Information systems are using more resources

Our information needs are impacting the planet

- Joining the green economy is essential to address climate change
- E-waste is a growing problem

Does your organisation have a plan or policy for minimising the generation of e-waste?

How can libraries reduce or offset their environmental impacts?

Trend 7

People are seeking community connections

Creating places to share space and resources is key to building an equitable society

- Local, place-based events and collaborations builds community resilience and capabilities
- Growth in online communities

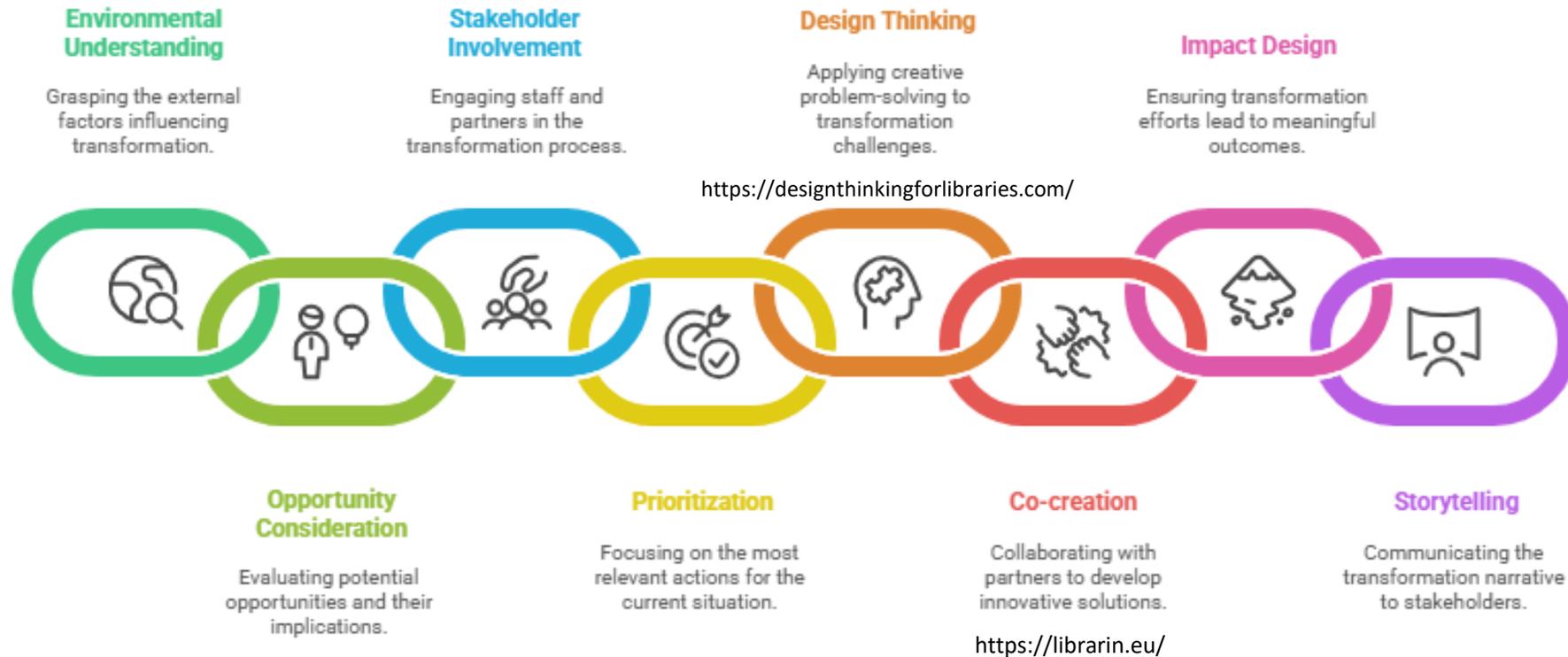
What is the role of the library in addressing larger social problems like digital exclusion, poverty and education gaps?

What more do libraries need to become catalysts for community life?



**Transforming
ideas to
impactful local
actions**

Framework for Strategic Transformation



IFLA's Impact Training

A year of building an impact focus within the library field

<https://www.ifla.org/news/a-year-of-building-impact-focus-in-library-field/>

Meet the trainers – Measurement, evaluation and demonstrating impact of library services

<https://www.ifla.org/news/meet-the-trainers/>



IFLA President 2025-2027
Leslie Weir

Be Bold!

Thank you