



## **Riding the Waves or Caught in the Tide? - new IFLA report on the global information environment being launched in Singapore**

***On the 19<sup>th</sup> of August IFLA launches the IFLA Trend Report at the World Library and Information Congress in Singapore. The IFLA Trend Report encompasses an extensive information repository, online discussion forum and an Insights Document emphasising five top level trends for the information environment.***

Ingrid Parent, IFLA President, says *“The IFLA Trend Report challenges us to look at the way we will provide services to our users in the future. Today is the start of a conversation across the library world – when technology is changing our information environment so quickly, how is your library going to react?”*

Over the past year IFLA consulted with a range of experts including Divina Frau-Meigs, Professor of American studies and media sociology at the Université Sorbonne Nouvelle, John Houghton, Professorial Fellow at Victoria University’s Centre for Strategic Economic Studies (CSES) and Louis Zacharilla, Co-Founder of the global Intelligent Community Forum, to consider the future of the information environment.

The IFLA Trend Report is designed to help librarians and information professionals become more aware of the changing society they operate in. Its expanding global platform, [trends.ifla.org](https://trends.ifla.org), will help start a global dialogue with IFLA members and partners about adapting to the evolving information environment.

Kate Russell, Presenter of BBC Click Online and one of the expert contributors to the IFLA Trend Report, states *“We need to start planning for the future of technology rather than rushing to catch up with the past. Hopefully this report will help refocus information service providers to be more prepared for the exciting digital evolution that lies ahead.”*

Engage with the Trend Report at [trends.ifla.org](https://trends.ifla.org)

**For more information about the Trend Report or to schedule an interview please contact:**

Stuart Hamilton, Director Policy and Advocacy: [Stuart.Hamilton@ifla.org](mailto:Stuart.Hamilton@ifla.org), Singapore number: 006591760162, Netherlands number 0031681483630

For press enquiries, please contact:

Julia Brungs, [Julia.brungs@ifla.org](mailto:Julia.brungs@ifla.org), Singapore number: 006591137145