



Introducing the draft of the new IFLA Strategic Plan and Key Initiatives FOR INTERNAL DISCUSSION

The new IFLA Strategic Plan starts in 2016 and takes us through to 2021. The full and final version will be available on the IFLA website.

IFLA's vision for the future

IFLA is the trusted global voice of the library and information community. We empower and inspire society by driving access to information, knowledge and culture for all, to support development, learning, creativity and innovation.

IFLA's Strategic Directions 2016-2021

IFLA has four Strategic Directions, which guide us to achieve our goals for the future:

Strategic Direction 1: Libraries in Society

We will empower libraries to build literate, informed and participative societies. We will enable libraries to act as key providers of information, education, research, culture and social participation.

Strategic Direction 2: Information and Knowledge

We will build a framework to promote equitable access to information and knowledge, in any format and any place. We will enable libraries to act as catalysts of innovation, able to facilitate the creation and re-use of content by their communities.

Strategic Direction 3: Culture Heritage

We will support libraries and work closely with our partners to safeguard cultural heritage in its diverse forms, including traditional, historical, indigenous and contemporary expression.

Strategic Direction 4: Capacity Building

We will raise the voice of libraries and librarians at national, regional and global levels, developing an advocacy agenda to strengthen the ability of IFLA's members to advocate effectively for libraries as key players in political, economic and social change.

IFLA Key Initiatives 2015-2016

Each Strategic Direction has a set of priorities for the two years, 2015-2016. These are known as the IFLA Key Initiatives 2015-2016.

1. Libraries in Society

Reading and Literacy

- We will develop a new policy position on reading and literacy

Libraries and international organisations

- We will draft a recommendation to UNESCO on the essential and changing role of libraries in society
- We will continue to campaign to position libraries and information services and cultural heritage within the Sustainable Development Goals and their implementation

Libraries within a changing environment

- We will capture best practices from the current IFLA Trend Report, which identifies key trends within the fast-moving information environment. We will update it and build a policy and action agenda.

Promoting IFLA standards

- We will continue our programme of developing and updating IFLA Standards and Guidelines, and promote them

Changing attitudes and perceptions

- We will build a communications campaign to demonstrate the value of libraries and change mindsets of policy makers, funders and community

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2. Information and Knowledge

A sustainable information environment

- We will build a set of resources to inform our policy work on access to information, data and knowledge
- We will define IFLA's policy position on the future open access agenda and develop advocacy to support it
- We will develop a framework to promote the skills that citizens require to flourish in an open data environment

An equitable copyright framework

- We will work with libraries to advocate for Member States to ratify the Marrakesh Treaty for the print-disabled
- We will work with partners to promote the Hague Declaration on Text and Data Mining
- We will continue to work to improve the e-Lending framework
- We will continue our work with the World Intellectual Property Organisation (WIPO) and other partners
- We will develop a strategy and action plan on user-generated content
- We will maximise the support for the Lyon Declaration on Access to Information and Development to highlight the importance of information access and libraries to sustainable development

Influencing Internet governance

- We will continue to campaign for public access to the Internet and draft a statement of principles regarding public access
- We will define and promote IFLA's position on Internet Neutrality

3. Cultural heritage

Preservation of cultural heritage

- We will develop centres of expertise within the Preservation and Conservation Centres (PACs)
- We will launch the new Cultural Heritage Programme Advisory Committee
- We will work with partners to promote standards and good practice in the collection and preservation of cultural heritage

- We will continue to work with our partners to develop a Risk Register for cultural heritage in danger
- We will continue our work with UNESCO on digital preservation (the PERSIST project)

4. Capacity building

Libraries within the UN Post-2015 Development Agenda

- We will work with libraries and partners to raise awareness of the role of libraries within the Sustainable Development Agenda
- We will measure the progress of access to information and its impact on the Sustainable Development Goals
- We will work with libraries to campaign for their inclusion in National Development Plans

International Advocacy Programme

- We will evaluate the success of our programmes to date and develop the International Advocacy Programme, creating a favourable policy framework and building advocacy skills in the library and information sector

Advancing leadership

- We will package learning materials from our International Leaders Programme into a set of resources for librarians and information professionals
- We will plan and implement a new International Leaders Programme cohort for 2016-2018
- We will offer ongoing learning and development opportunities to alumni of our International Leaders Programme

Strong library associations

- We will complete delivery of the Building Strong Library Associations (BSLA) Programme, strengthening its sustainability

Enhanced regional presence

- We will strengthen our regional presence and leadership through participation in the Key Initiatives and other activities

Increased public library participation

- We will increase the participation of public libraries and librarians in national, regional and international representation