

# IFLA IAP

## INTERNATIONAL ADVOCACY PROGRAMME



**Global Convening** 28-29 June 2018 • New York, USA



International  
Federation of  
Library  
Associations and Institutions

[ifla.org/libraries-development](http://ifla.org/libraries-development)  
#Lib4Dev #DA2I

# Welcome and Introductions

**Gerald Leitner**, *IFLA Secretary General*

**Nick Higgins**, *Director and Chief Librarian, Brooklyn Public Library*

**Loida Garcia-Febo**, *ALA President*

**Glòria Pérez-Salmerón**, *IFLA President*



# Opening of the International Advocacy Programme Global Convening

Gerald Leitner

*IFLA Secretary General*

# Welcome

Nick Higgins

*Director and Chief Librarian, Brooklyn Public Library*



# Words from

Loida Garcia-Febo  
*ALA President*

# Keynote:

## "The Motors of Change, Moving Up a Gear"

Glòria Pérez-Salmerón

*IFLA President*



# Introduction to the IAP Global Convening

Gerald Leitner

*IFLA Secretary General*



# Warming up the engines...

## What is your favourite story?





# Any idea you would like to share?



# Learning from Success: Looking Back at Two Years of the International Advocacy Programme

Gerald Leitner

*IFLA Secretary General*

# SUSTAINABLE DEVELOPMENT GOALS



# 1

## train the trainer workshop

LIBRARIES, DEVELOPMENT,  
AND THE UN 2030 AGENDA

TOPIC 1: THE UN 2030 AGENDA



# 15

Trainers from 15 countries in all  
regions







# 6

regional workshops on the SDGs,  
libraries and advocacy





## Asia-Oceania

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Library  
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# Latin America

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# Africa

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# Europe

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# Caribbean

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Library  
Associations and Institutions







**MENA**

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Federation of  
Library  
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# 150

leaders in the library field  
signed agreements with IFLA  
to take action



# 70

countries participated in all  
regional workshops





INTERNATIONAL ADVOCACY PROGRAMME



### LIBRARIES, DEVELOPMENT AND THE UN2030 AGENDA



UPDATE FEBRUARY 2017

#### ASIA OCEANIA

Australia  
Bhutan  
Cambodia  
China  
Indonesia  
Lao PDR  
Myanmar  
Nepal  
Papua New Guinea  
Philippines  
Samoa  
Singapore  
Vietnam

#### AFRICA

Cameroon  
Egypt  
Ghana  
Kenya  
Madagascar  
Malawi  
Mozambique  
Namibia  
Nigeria  
Swaziland  
Tunisia  
Zimbabwe  
AFLIA

#### LATIN AMERICA AND THE CARIBBEAN

Argentina  
Brazil  
Chile  
Colombia  
Costa Rica  
Cuba  
El Salvador  
Guatemala  
Mexico  
Peru

#### EUROPE

France  
Germany  
Hungary  
Latvia  
Norway  
Poland  
Portugal  
Serbia  
Slovenia  
Spain  
Switzerland



LIBRARIES CONTRIBUTING TO THE UN SUSTAINABLE DEVELOPMENT GOALS



INTERNATIONAL ADVOCACY PROGRAMME



INTERNATIONAL ADVOCACY PROGRAMME



### LIBRARIES, DEVELOPMENT AND THE UN2030 AGENDA



UPDATE MAY 2017

#### AFRICA

Algeria  
Cameroon  
RD of Congo  
Egypt  
Ghana  
Kenya  
Madagascar  
Malawi  
Namibia  
Nigeria  
South Africa  
Tunisia  
Uganda  
Zimbabwe

#### ASIA OCEANIA

Australia  
Bahrain  
Bhutan  
Cambodia  
China  
Indonesia  
Iraq  
Jordan  
Lebanon  
Myanmar  
Oman  
Philippines  
Qatar  
Singapore  
United Arab Emirates  
Vietnam

#### EUROPE

Bulgaria  
Croatia  
Finland  
France  
Germany  
Hungary  
Latvia  
Netherlands  
Norway  
Poland  
Portugal  
Serbia  
Spain  
Switzerland  
Ukraine

#### LATIN AMERICA AND THE CARIBBEAN

Argentina  
Aruba  
Bahamas  
Belize  
Bermuda  
Brazil  
Chile  
Colombia  
Costa Rica  
Cuba  
El Salvador  
Guatemala  
Haiti  
Jamaica  
Mexico  
Peru  
Puerto Rico  
Saint Lucia  
Trinidad and Tobago  
Uruguay

LIBRARIES CONTRIBUTING TO THE UN SUSTAINABLE DEVELOPMENT GOALS



IAP UPDATE OCTOBER 2017



LIBRARIES AND THE



IAP UPDATE OCTOBER 2017

Learn how the library community in **Africa, Asia and Oceania, Europe and Latin America and the Caribbean** is promoting the role of libraries in achieving the Sustainable Development Goals (SDGs) and the UN 2030 Agenda:

Algeria  
Egypt  
Ghana  
Kenya  
Lesotho  
Madagascar  
Malawi  
Mozambique  
Namibia  
Nigeria  
Swaziland  
Tunisia  
Uganda  
Zambia

France  
Germany  
Hungary  
Latvia  
Netherlands  
Norway  
Poland  
Portugal  
Serbia  
Slovenia  
Spain  
Switzerland  
Ukraine

Australia  
Cambodia  
China  
Federal States of Micronesia  
India  
Japan  
Jordan  
Myanmar  
Nepal  
Pakistan  
Palestine  
Papua New Guinea  
Philippines  
United Arab Emirates  
Vietnam

Argentina  
Aruba  
Bahamas  
Bermuda  
Brazil  
Chile  
Colombia  
Costa Rica  
Cuba  
Ecuador  
El Salvador  
Guatemala  
Haiti  
Jamaica  
Mexico  
Nicaragua  
Panama  
Paraguay  
Peru  
Puerto Rico  
Saint Lucia  
Trinidad and Tobago  
Uruguay



Federation of Library Associations and Institutions



# 24

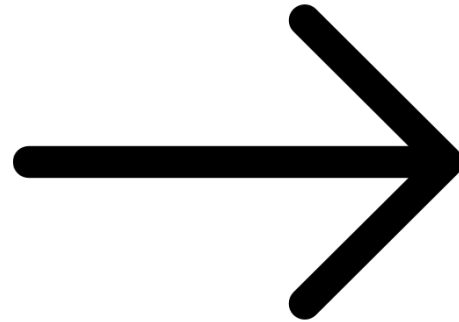
projects funded by IFLA to  
raise awareness and increase  
capacity for advocacy



# 39

additional countries got involved  
through these projects

2016



2018

# 76

participating countries  
from all regions

# 115

countries involved



# 773

trainings and meetings organised  
around the world to raise  
awareness of the SDGs

# 20,857

librarians reached with these  
trainings and meetings





# 62,390

library-end users or general public  
reached through activities and  
SDG-awareness campaigns

# 183

meetings with government officials  
or decision-makers and



# 49

meetings with United Nations  
representatives

# Nearly 10

references to libraries in SDG-  
related National Development Plans

# To what extent would you think the library community is involved in government discussions related to the UN 2030 Agenda in your country?



● Not at all involved ● Slightly involved ● Moderately involved ● Very involved ● Extremely involved





















# Libraries and the Sustainable Development Goals a storytelling manual



[librarymap.ifla.org/storytelling-manual](http://librarymap.ifla.org/storytelling-manual)  
#WorldLibraryMap #StoriesThatMatter #Lib4Dev

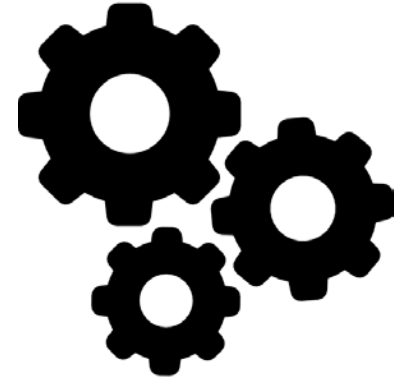


# IFLA IAP

## INTERNATIONAL ADVOCACY PROGRAMME



## EVERY LIBRARIAN AN ADVOCATE!



# Moving Up a Gear: Planning for the Future (Part I)

Gerald Leitner

*IFLA Secretary General*



# Experiences with the IAP from the participants

Gerald Leitner

*IFLA Secretary General*

# Reflect on the next questions, for your country:

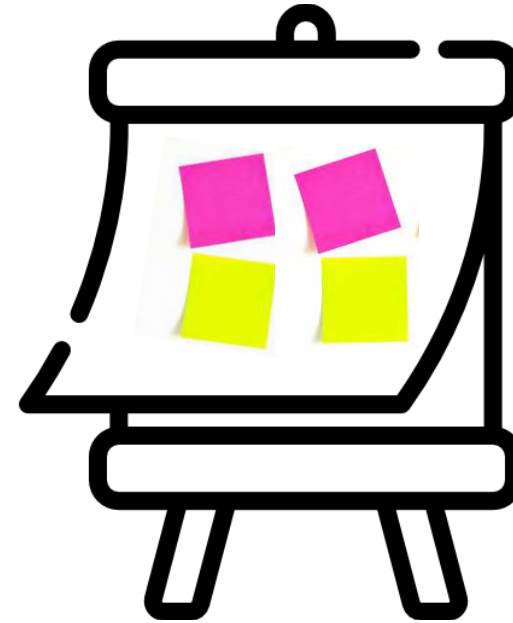
**1** What has worked for you in your advocacy efforts? [TRIGGER]



**2** What is limiting your advocacy work? [BARRIER]



Write down your ideas about  
**triggers** and **barriers**



# Table discussion about triggers and barriers






# Open discussion about triggers and barriers



- ✓ **1 idea = 1 card**
- ✓ **Write clearly, using full sentences**
- ✓ **Note down your ideas of **what worked** (3 ideas) and **what is limiting you** (3 ideas)**



✓ **Identify  
your  
country  
worksheet**


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PROGRAMME

**YOUR COUNTRY**

What has worked?	What is limiting us?
<div style="border: 1px solid black; height: 150px;"></div>	<div style="border: 1px solid black; height: 150px;"></div>
To deliver results in our country, we will...	And we want to work with IFLA on...
<div style="border: 1px solid black; height: 150px;"></div>	<div style="border: 1px solid black; height: 150px;"></div>



✓ **Attach  
your cards  
to your  
country  
worksheet**

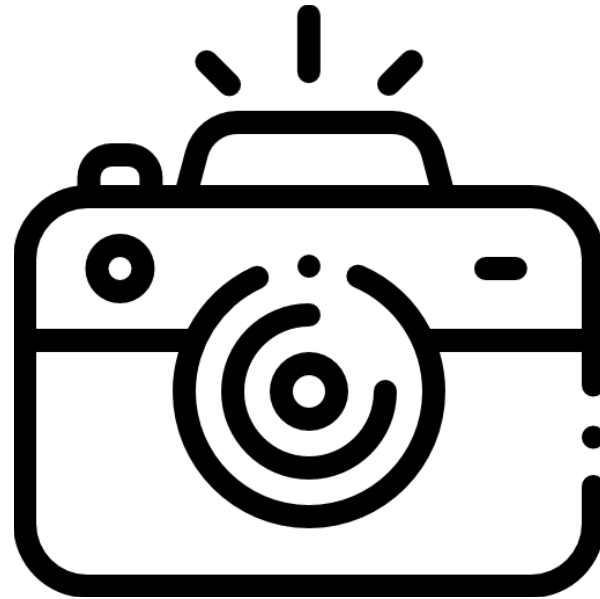
 **IFLA IAP**  
INTERNATIONAL ADVOCACY  
PROGRAMME

**YOUR COUNTRY**

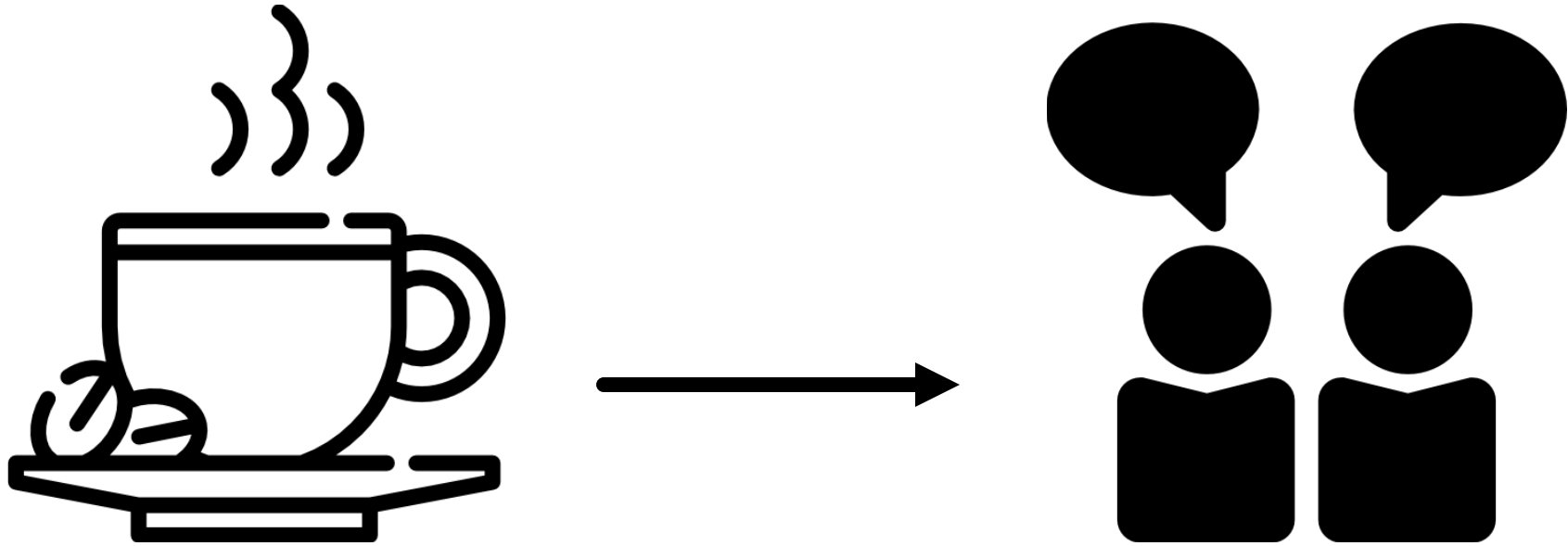
What has worked?	What is limiting us?
<p>Your idea</p>	<p>Your idea</p>
<p>Your idea</p>	<p>Your idea</p>
<p>Your idea</p>	<p>Your idea</p>
<p>To deliver results in our country, we will...</p>	<p>And we want to work with IFLA on...</p>
<p></p>	<p></p>



# Take pictures of what you find interesting!



# Take a coffee or tea + Connect

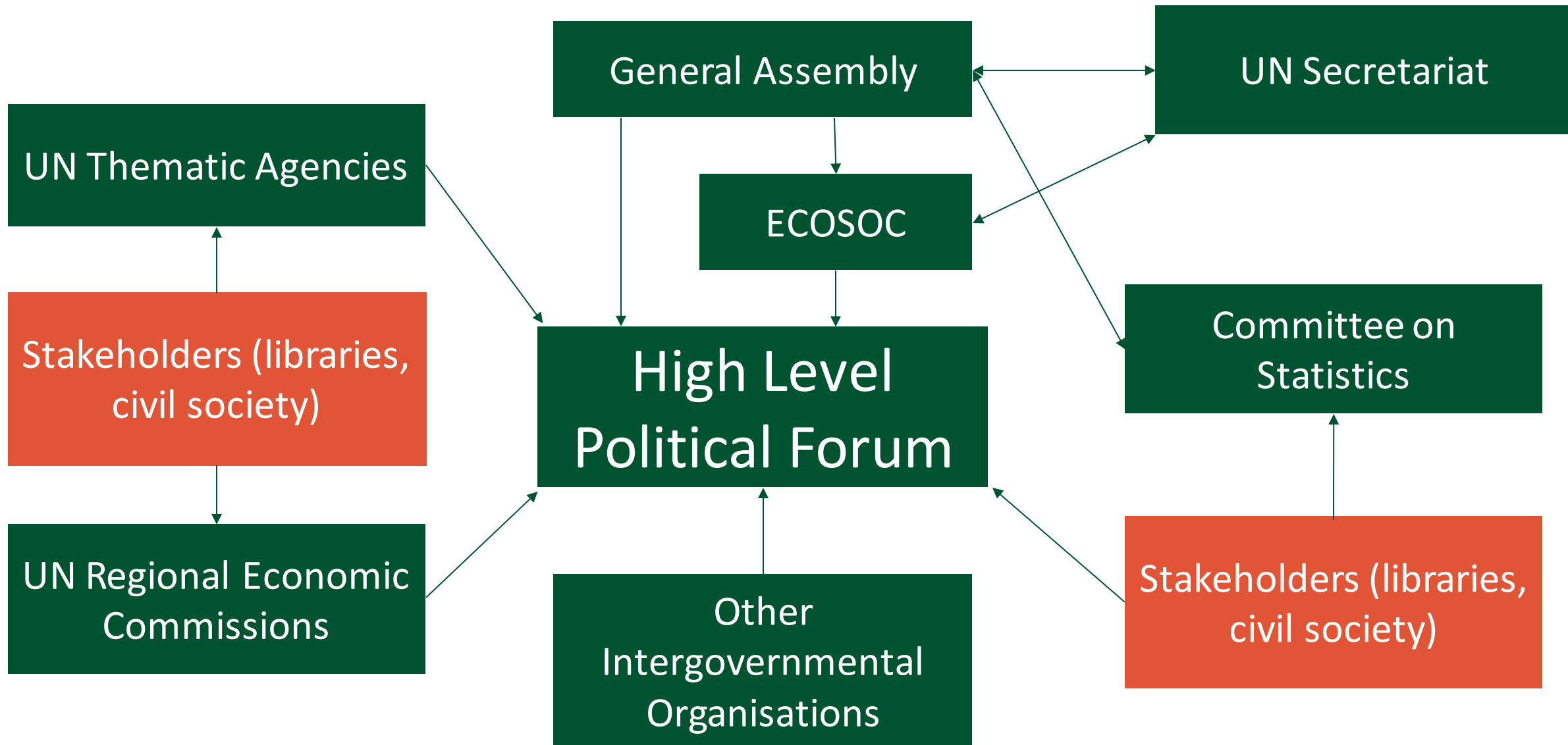




# Planning ahead: What do you need to know about the UN 2030 Agenda in the coming years?

Stephen Wyber

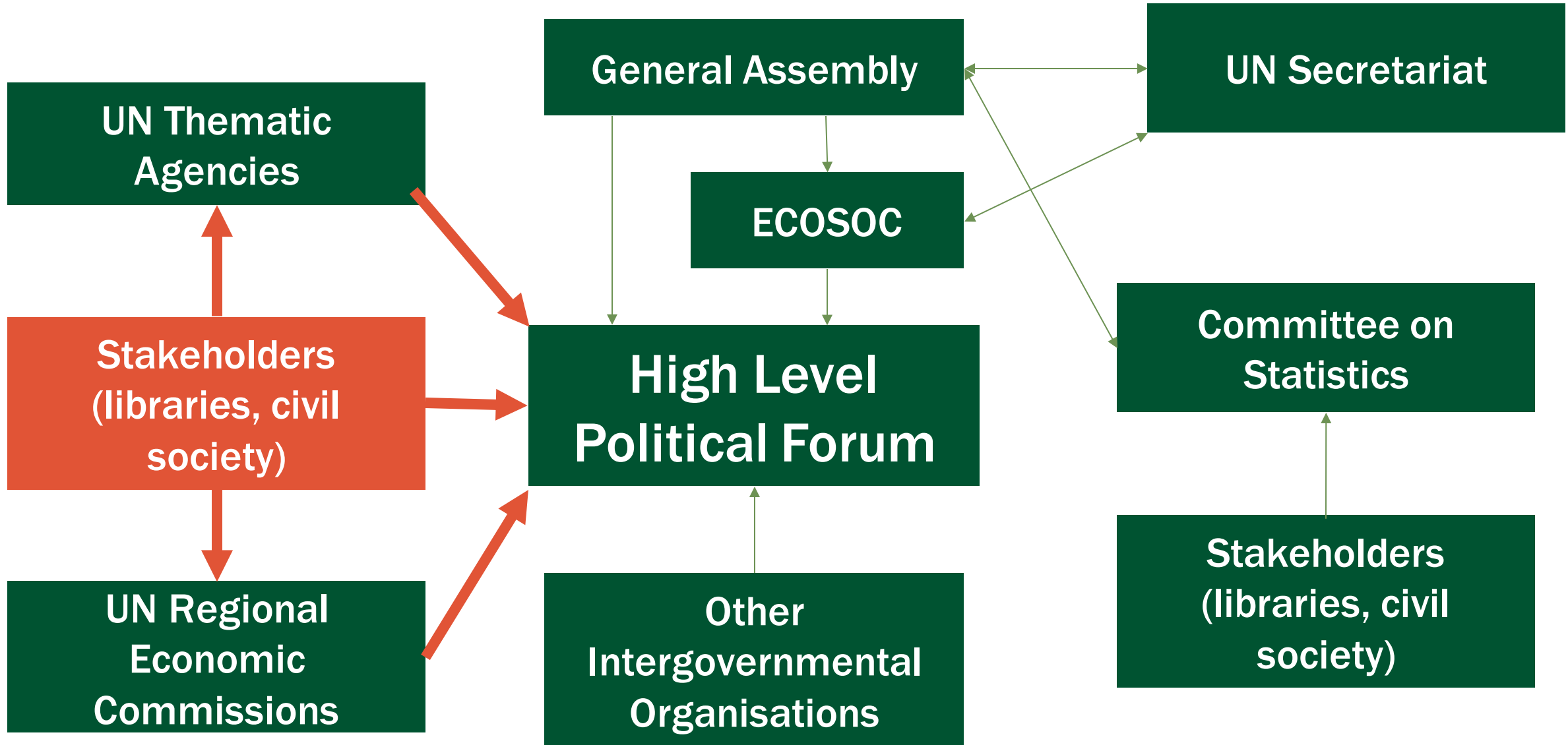
*IFLA Manager, Policy and Advocacy*



# Key Message #1

Libraries can engage upstream through  
thematic and regional fora

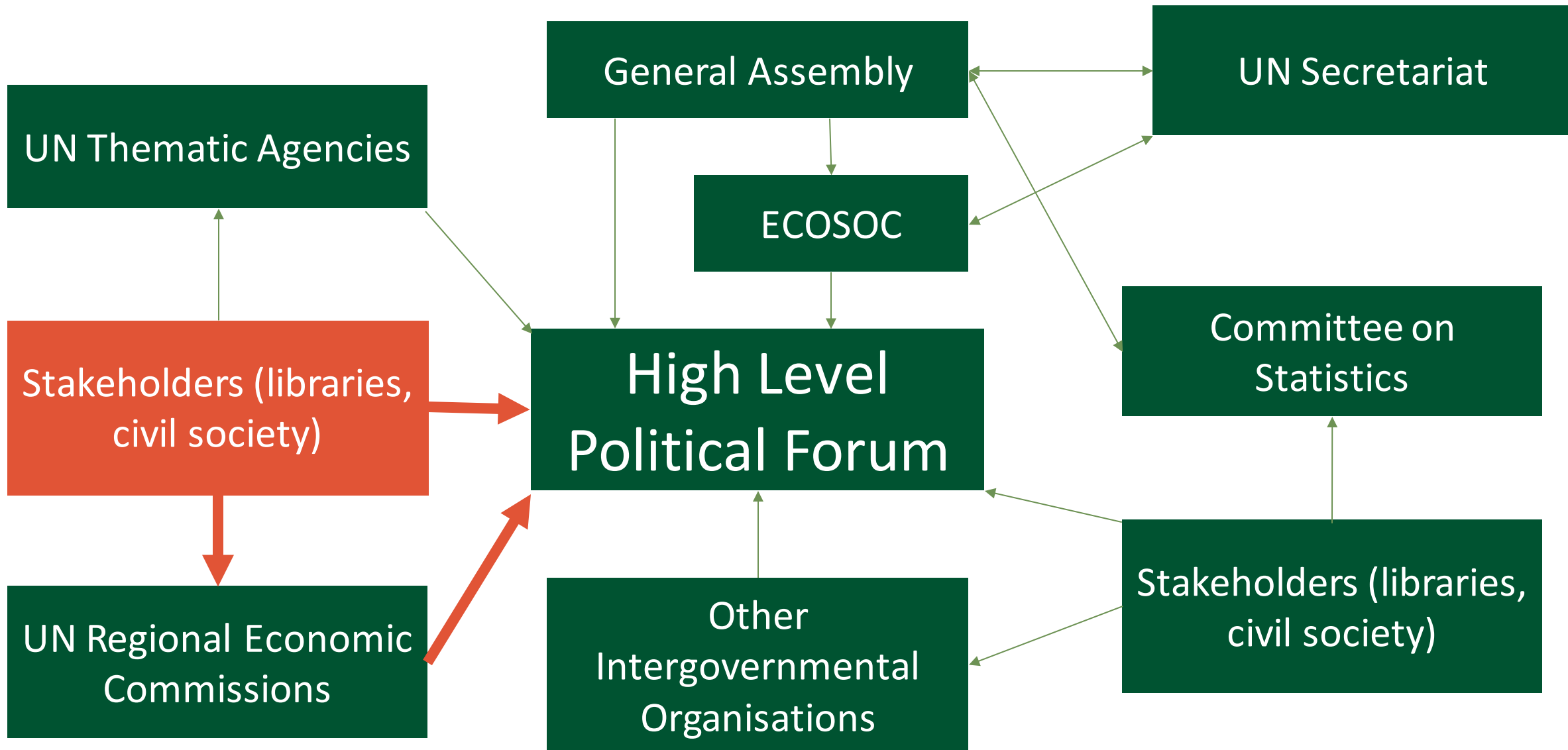






# Key Message #2

We have an opportunity, with the focus on **SDGs 4, 8 and 16**, to highlight the work of libraries.

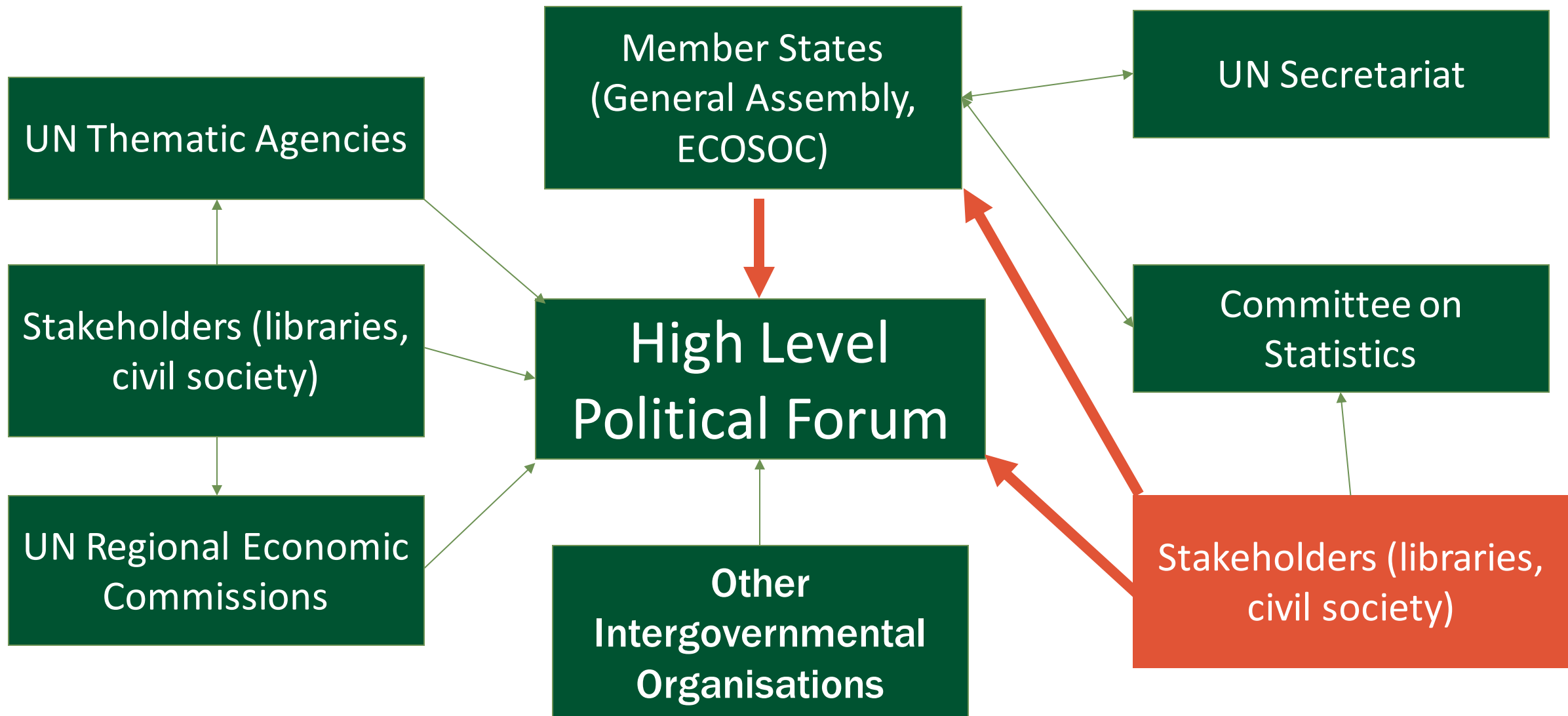


## Key Message #3

In countries doing **Voluntary National Reviews**, there is a chance to place libraries at the heart of discussions.

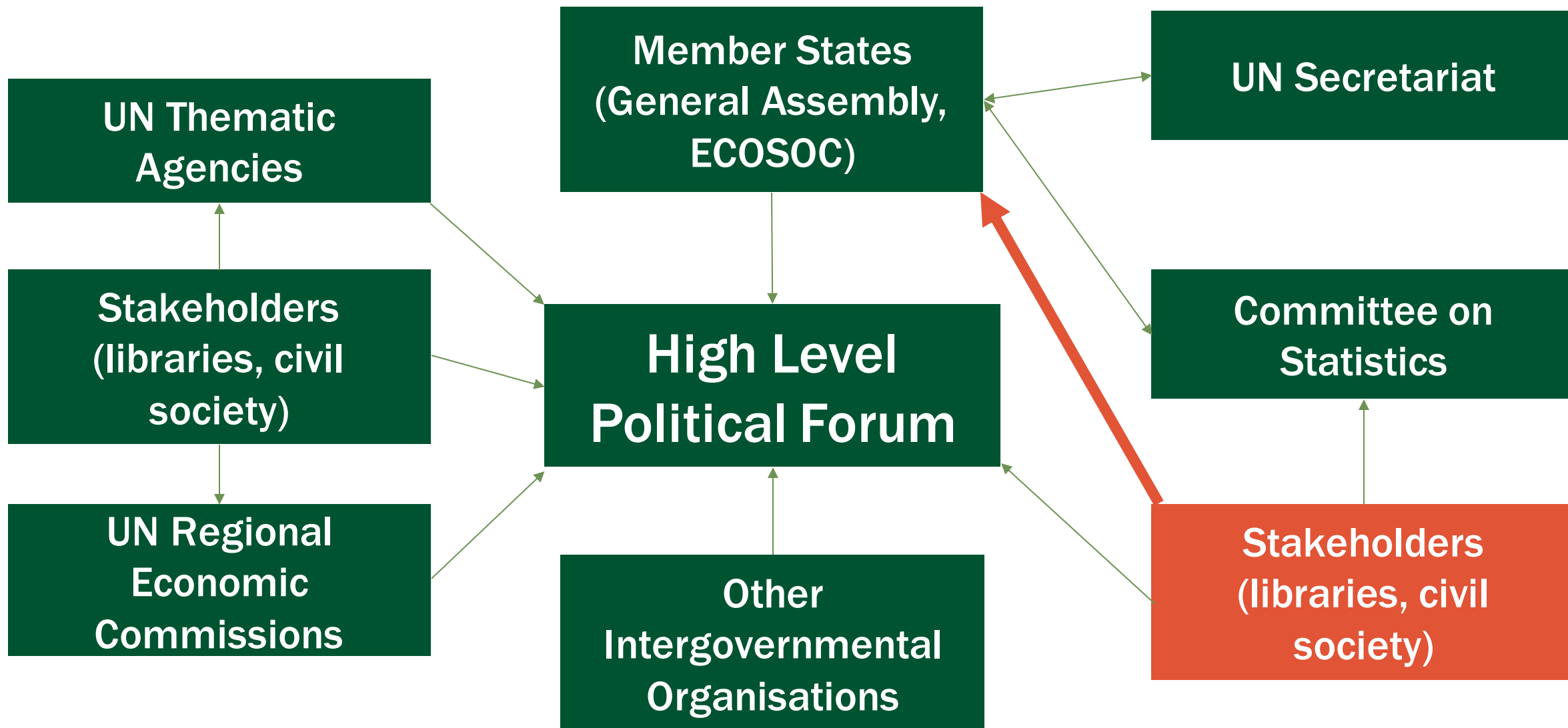






# Key Message #4

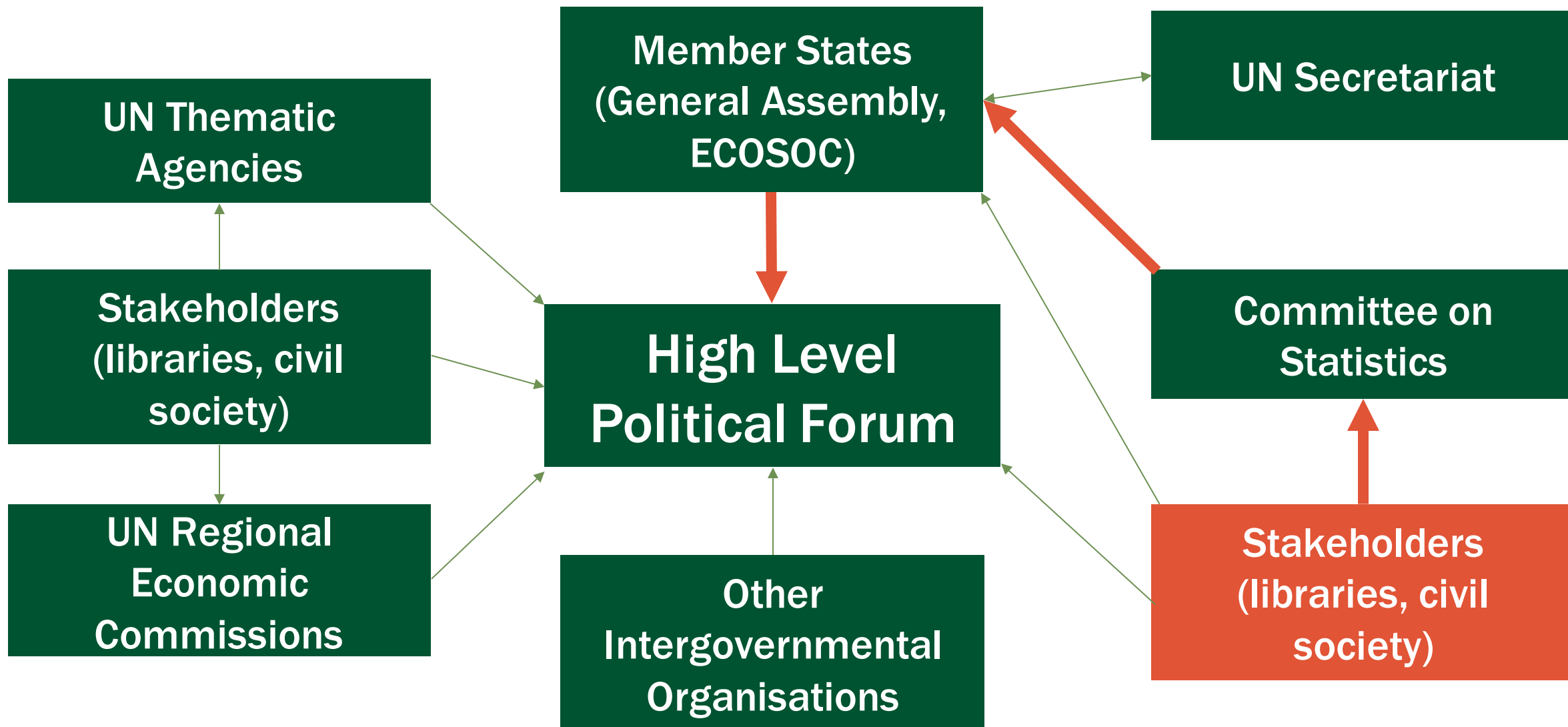
In the 2019 review of the SDGs, we must **defend** and **strengthen** the place of access to information.





# Key Message #5

We have an opportunity to campaign for better indicators of access to information.



#1 Libraries can engage upstream through **thematic and regional fora**

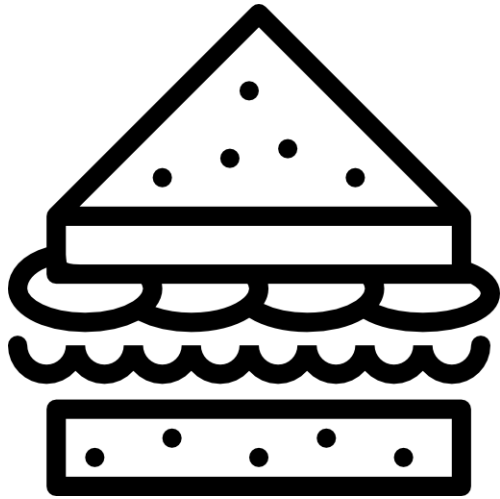
#2 We have an opportunity, with the focus on **SDGs 4, 8 and 16**, to highlight the work of libraries.

#3 In countries doing **Voluntary National Reviews**, there is a chance to place libraries at the heart of discussions.

#4 In the 2019 review of the SDGs, we must **defend** and **strengthen** the place of access to information.

In the 2019 review of the SDGs, we must **defend** and **strengthen** the place of access to information.

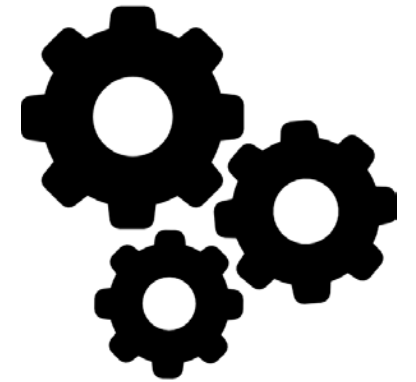
# Lunch break + Gallery walk





# Moving Up a Gear: Taking library SDG advocacy to the next level

Gerald Leitner  
*IFLA Secretary General*



# Moving Up a Gear: Planning for the Future (Part II)

Gerald Leitner

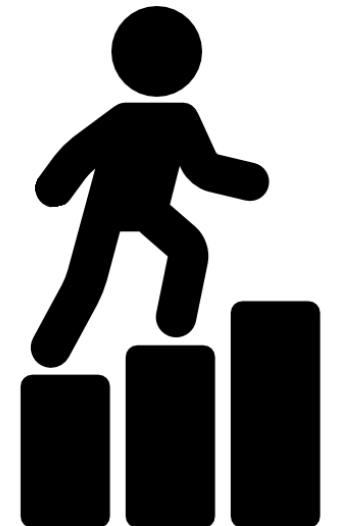
*IFLA Secretary General*

# Reflect on the next question, for your country:

**3**

What more can I do in my country to deliver results?

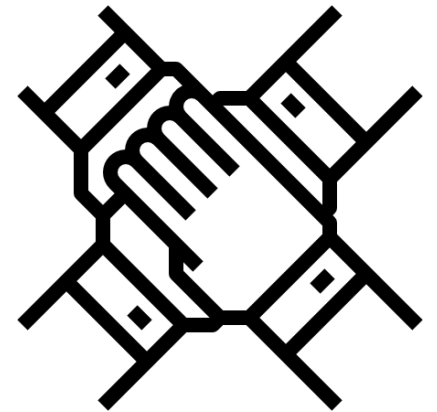
Moving up to  
the next step!



# Reflect on the next question, for your country:



In which ways can we work together with IFLA to support our advocacy on libraries and the SDGs?





# Reflect on the next questions, for your country:

- 3** What more can I do in my country to deliver results? (3 ideas)
- 4** In which ways can we work together with IFLA to support our advocacy on libraries and the SDGs? (5 ideas)

Write down your ideas about  
delivering results working and  
together with IFLA

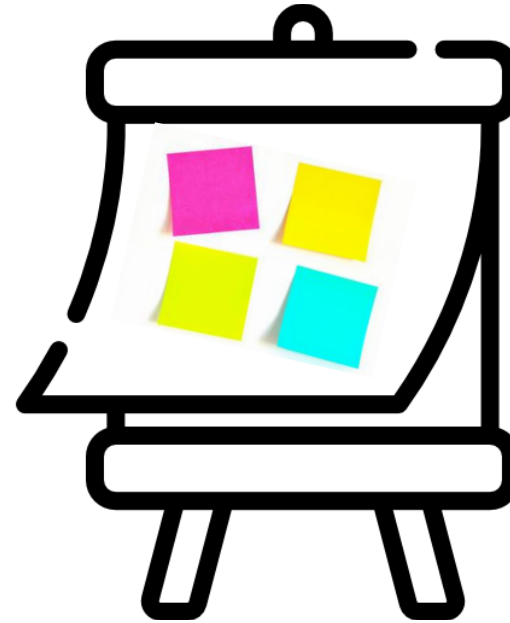


Table discussion about  
delivering results and working  
together with IFLA



**REMEMBER!**  
**YOUR IDEAS NEED TO BE:**



Image: Dungdm93 via Wikimedia Commons (CC BY-SA 4.0)



Open discussion about  
delivering results and working  
together with IFLA






- ✓ **1 idea = 1 card**
- ✓ **Write clearly, using full sentences**
- ✓ **Note down your 3 ideas to deliver results and to work together with IFLA in your country**



✓ Attach  
your cards  
to your  
country  
sheet

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PROGRAMME

**YOUR COUNTRY**

What has worked?	What is limiting us?
Your idea	Your idea
Your idea	Your idea
Your idea	Your idea
To deliver results in our country, we will...	And we want to work with IFLA on...
Your idea	
Your idea	
Your idea	



✓ Attach your cards to your country worksheet

 **IFLA IAP**  
INTERNATIONAL ADVOCACY PROGRAMME

**YOUR COUNTRY**

What has worked?	What is limiting us?
Your idea	Your idea
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Your idea	Your idea
To deliver results in our country, we will...	And we want to work with IFLA on...
Your idea	Your idea
Your idea	Your idea
Your idea	Your idea
	Your idea
	Your idea



# Gallery walk





# Take a picture with your country worksheet



# Wrap-up & Conclusions

Gerald Leitner

*IFLA Secretary General*



# Closing of the first day

Gloria Pérez-Salmerón  
*IFLA President*



# Departure to the United Nations

- ✓ Walk to the entrance of the library to get in the shuttle bus to the UN



Photo: Knowsphotos via Flickr (CC BY-NC 2.0)





# IFLA IAP

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**Global Convening** 28-29 June 2018 • New York, USA



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[ifla.org/libraries-development](http://ifla.org/libraries-development)  
#Lib4Dev #DA2I

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INTERNATIONAL ADVOCACY PROGRAMME

**SHOWCASE**

**Libraries as Partners  
for Development**



# Opening

Gerald Leitner

*IFLA Secretary General*

# Welcome to The New York Public Library

Anthony Marx

*President and CEO, The New York Public Library*





# Welcome

Alison Smale

*Under-Secretary General for Public  
Information, United Nations*

# Motors of Change: Libraries, Access to Information and Development

Glòria Pérez-Salmerón

*IFLA President*



# Building a Movement: the IFLA International Advocacy Programme and the SDGs

Gerald Leitner

*IFLA Secretary General*



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# 1

## train the trainer workshop

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Trainers from 15 countries in all  
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regional workshops on the SDGs,  
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librarians reached with these  
trainings and meetings

# 62,390

library-end users or general public  
reached through activities and  
SDG-awareness campaigns

# Nearly 10

references to libraries in SDG-  
related National Development Plans

# Celebrating successes in raising awareness

**Moderator:** Glòria Pérez-Salmerón, *IFLA President*

**Presenters:**

Raphaëlle Bats (France)

Elvira Lapuz (Philippines)

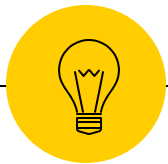
**Discussion with:**

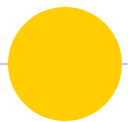
Thanos Giannakopoulos, *Chief UN Dag Hammarskjöld Library*





# French Libraries & Agenda 2030





Hello!



Raphaëlle Bats

Trained by IFLA in Dec. 2017

With Patrick Megel





# Objectives post IAP training

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## **ORGANISATION**

Having a national workgroup

## **COLLECTION**

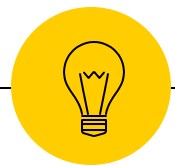
Finding statistics and stories

## **SENSIBILISATION**

Helping French librarians to understand their role in SD

## **ADVOCACY TOOLS**

Preparing document for advocacy campaign



# Organisation

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# Partners



Association  
des Bibliothécaires  
de France







And now, with

aifbd

*Association Internationale Francophone  
des Bibliothécaires et Documentalistes*

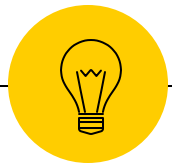


and

**Thanks to :**

**Camille Delaune**





# Collection



# Surveys

**ABF**

In 2017, 30 answers from French libraries, 150 actions



**AIFBD**

In 2018, 60 answers from francophone libraries, 200 actions



# More actions found through 2 databasis

- Bibliothèques dans la cité
- Plateforme des projets





## ● Survey AIFBD

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- Enquête AIFBD lancée en janvier 2018 : 60 réponses

- The logo for AIFBD, featuring the lowercase letters 'aif' in black and 'bd' in blue, with a small blue dot above the 'i'.



# Final Database

Bib France Agenda 2030

Agenda 2030 | Témoignages fr. | Témoignages eng. | Typologie | Bibliothèques | Metacatégories

Gallery | Customize cards | Filter | Sort | Color

**1 PAS DE PAUVRETÉ**

ODD 1 : Pas de pauvreté

TYPOLOGIE D' ACTIONS

accueil des réfugiés

DESCRIPTION (SOURCE ONU)

Éliminer l'extrême pauvreté et la faim.

La pauvreté ne se résume pas à l'insuffisance de revenus et de ressources

LOGO ODD

**2 FAIM «ZÉRO»**

ODD 2 : Faim Zéro

TYPOLOGIE D' ACTIONS

Grainothèque

DESCRIPTION (SOURCE ONU)

Éliminer la faim, assurer la sécurité alimentaire, améliorer la nutrition et promouvoir l'agriculture durable.

LOGO ODD

**3 BONNE SANTÉ ET BIEN-ÊTRE**

ODD 3 : Bonne santé et bien-être

TYPOLOGIE D' ACTIONS

Ateliers numériques

DESCRIPTION (SOURCE ONU)

Permettre à tous de vivre en bonne santé et promouvoir le bien-être de tous à tout âge.

LOGO ODD

**5 ÉGALITÉ ENTRE LES SEXES**

ODD 5 : Egalité entre les sexes

TYPOLOGIE D' ACTIONS

**6 EAU PROPRE ET ASSAINISSEMENT**

ODD 6 : Eau propre et assainissem...

TYPOLOGIE D' ACTIONS

**7 ÉNERGIE PROPRE ET D'UN COÛT ABORDABLE**

ODD 7 : Energie propre et d'un co...

TYPOLOGIE D' ACTIONS



## ODD 1 : Pas de pauvreté

TYPOLOGIE D' ACTIONS

accueil des réfugiés

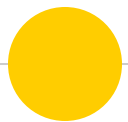
DESCRIPTION (SOURCE ONU)

Éliminer l'extrême pauvreté et la faim.

La pauvreté ne se résume pas à l'insuffisance de revenus et de ressources

LOGO ODD





# Actions

## BM

- BM Martigues : Fringothèque
- BM Lyon : Mémoires minoritaires
- BM Bordeaux : Fabrique du citoyen.

## SCD

- BU Angers : archives du féminisme.
- BU Lyon 1 : Learning Lab

## Autres

- BPI : Permanence santé
- BnF : data ?



# Next Step

## Map of Stories IFLA

 LIBRARY MAP OF THE WORLD 🌱 FOLLOW ✉️ CONTACT US

HOME **SDG STORIES** CONTRIBUTORS ABOUT

**SUSTAINABLE DEVELOPMENT GOALS & LIBRARIES**  
The UN 2030 Agenda for Sustainable Development is a framework of 17 Sustainable Development Goals (SDGs) spanning economic, environmental and social development. SGD stories demonstrate how libraries and access to information contribute to improved outcomes across all SDGs. Select a country to see relevant stories.



**SDG STORIES** ?

Search

 **3 Countries**  
 **4 Stories**

Select a country to view stories.

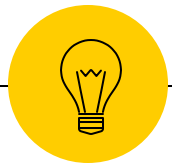
 **GOAL 2. Zero Hunger**  
 1 Story



**LEGEND**

-  Countries with SDG Stories
-  Selected Country
-  No Data Available

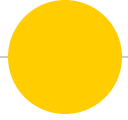
+  
-



# Sensibilisation

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## Conferences and présentations

- ⦿ in the ABF network (7)
- ⦿ In conferences about advocacy or SD (2)
- ⦿ Workshops for testing the serious game (3)



## Articles

- ◎ In ABF Magazine : 2
- ◎ In « Actualités » Magazine : 3 news (site web, serious game, brochure)
- ◎ In « Livre hebdo » Magazine : 2 news (website, serious game)



## Website

### Agenda 2030 et Bibliothèques - France

Cfibd, Enssib, ABF, Bpi

Actus A propos Témoignages Ressources Production Contact



### Le rôle des bibliothèques françaises dans la mise en œuvre de l'Agenda 2030 des Nations Unies

Adoptés pendant l'Assemblée Générale de l'ONU, les 17 objectifs de développement durable forment le cœur de l'Agenda 2030. Parce que nous pensons que les bibliothèques sont des actrices du développement durable, dont les missions dépassent la culture et la formation, ce site web vise à vous donner des outils, des points de contexte, des retours d'expérience, comme autant d'éléments stratégiques qui vous permettront d'inscrire votre bibliothèque dans une démarche durable à l'échelle de votre territoire et d'en faire un plaidoyer auprès de vos tutelles.

[En savoir plus >](#)

<https://agenda2030bibfr.wixsite.com/agenda2030bib>



## Serious Game



**Boardgame**

**To be downloaded**

**French and English**

<https://agenda2030bibfr.wixsite.com/agenda2030bib/jeu>



## Serious Game, V2



**Version** Bingo



**ACTION**





## Next Step

---

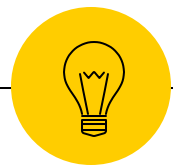


**Videos**

**Only one for test : SDG 1**

**Project of Certificate**





# Advocacy Tools

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## UN Meetings



**Regional Forum for SD for the UNECE  
Region, Genève**

**Experimenting advocacy in live**

**International Meeting Playbook, with  
Stephen & Vesna**



## Leaflet

### UN ACCÈS ET DES OPPORTUNITÉS POUR TOUS

Contribution des bibliothèques françaises à  
l'Agenda 2030 de l'ONU



Brochure **\*France\***

**Given to the Minister of Culture and communication, via her representatives at the ABF congress.**

**Send to all libraries participants to give to their city councils.**



# Thank you!

***Any questions?***

Raphaëlle Bats

# Celebrating successes in raising awareness

**Moderator:** Glòria Pérez-Salmerón, *IFLA President*

**Presenters:**

Raphaëlle Bats (France)

Elvira Lapuz (Philippines)

**Discussion with:**

Thanos Giannakopoulos, *Chief UN Dag Hammarskjöld Library*



# Highlights of Advocacy Work

Elvira B. Lapuz

Associate, IFLA International Leaders Programme2



# A leader's journey...

**Leaders advocate!**



**IFLA IAP Asia Oceania, Singapore 2016**













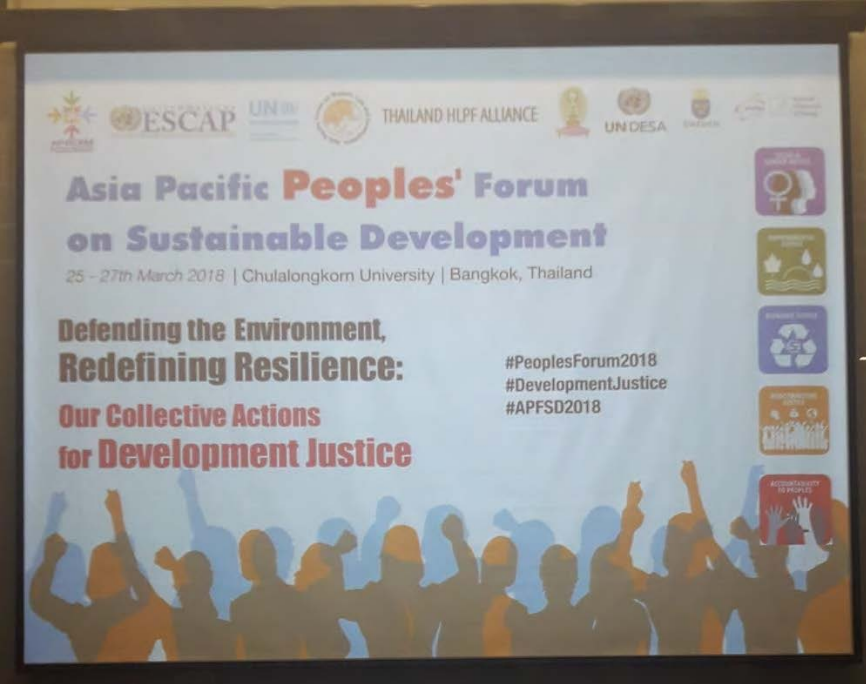
# HIGH-LEVEL POLITICAL FORUM ON SUSTAINABLE DEVELOPMENT

UNITED NATIONS CENTRE  
REVIEW OF THE 2030 AGENDA  
AND THE SUSTAINABLE DEVELOPMENT GOALS

SUSTAINABLE LEADERSHIP #SUSTAINABLELIFE #SUSTAINABLELIFE







# Sign-in and share!

**IFLA**  
INTERNATIONAL ADVOCACY PROGRAMME

**LIBRARIES, DEVELOPMENT AND THE UN2030 AGENDA**

**UPDATE FEBRUARY 2017**

The poster displays 17 icons representing the Sustainable Development Goals (SDGs) from the UN2030 Agenda, arranged in a grid. The icons are: 1. No Poverty, 2. Zero Hunger, 3. Good Health and Well-being, 4. Quality Education, 5. Gender Equality, 6. Clean Water and Sanitation, 7. Affordable and Clean Energy, 8. Decent Work and Economic Growth, 9. Industry, Innovation and Infrastructure, 10. Reduced Inequalities, 11. Sustainable Cities and Communities, 12. Responsible Consumption and Production, 13. Climate Action, 14. Life Below Water, 15. Life on Land, 16. Peace, Justice and Strong Institutions, 17. Partnerships for the Goals. A central circular logo with 17 colored segments is also present.



## Access to Information



**I SUPPORT  
GOAL 16  
PEACE AND  
JUSTICE**



Target 16.10: “Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements”

Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels



**IFLA** INTERNATIONAL  
ADVOCACY  
PROGRAMME

**IAP UPDATE  
OCTOBER 2017**

LIBRARIES, DEVELOPMENT  
AND THE UN2030 AGENDA

#Lib4Dev





REPUBLIC OF THE PHILIPPINES

NATIONAL ECONOMIC AND DEVELOPMENT AUTHORITY

AMBISYON  NATIN  
2040



**“There is no sustainable development without access to information. And there is no meaningful, inclusive access to information without libraries.” –**

Donna Scheeder, Former IFLA President





International Federation of  
Library Associations and Institutions



*Thank You!*

**ELVIRA B. LAPUZ**

Deputy University Librarian  
University of the Philippines

Ex-Officio President, Philippine  
Librarians Association (PLAI)

[eblapuz@up.edu.ph](mailto:eblapuz@up.edu.ph)

# Celebrating successes in raising awareness

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# Celebrating successes in engaging in national policy planning

**Moderator:** Gerald Leitner, *IFLA Secretary General*

**Presenters:**

Vicki McDonald (Australia)

Nicholas Graham (Jamaica)

**Discussion with:**

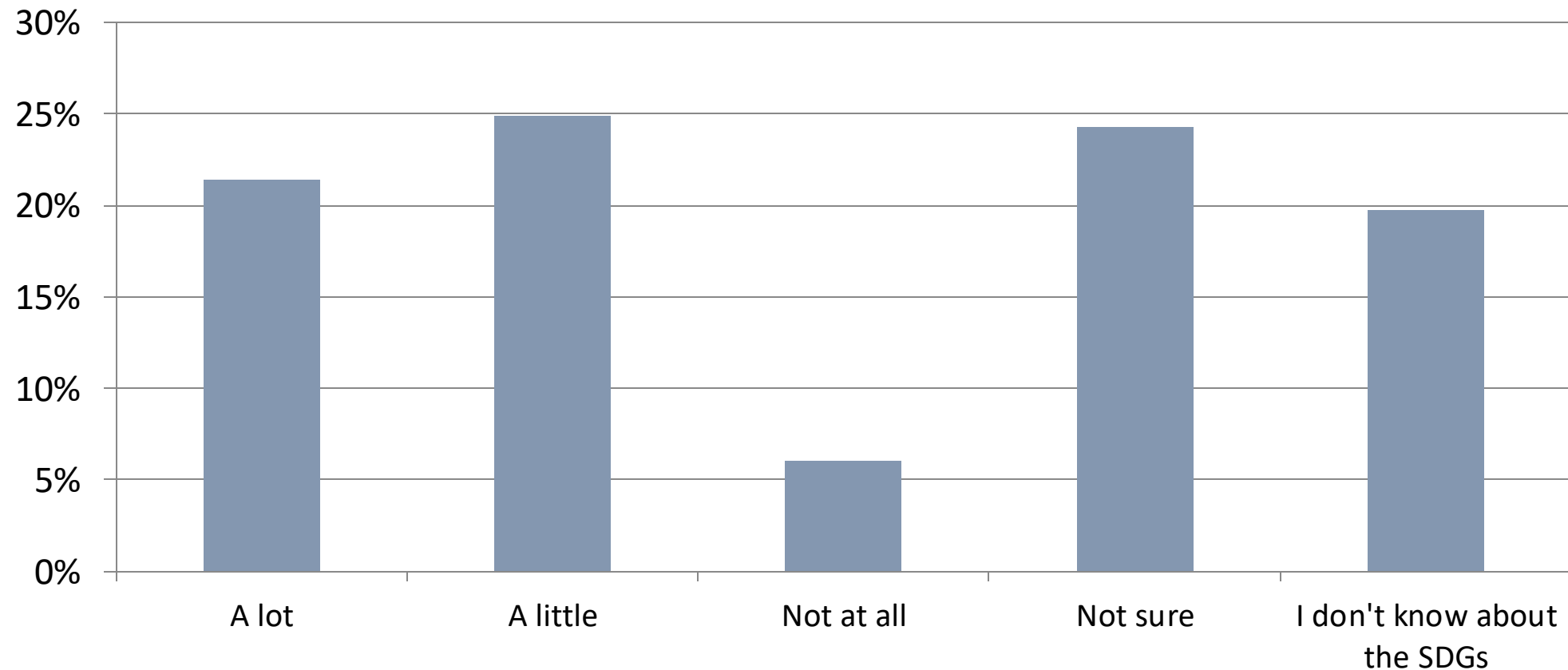
Irena Zubcevic, *UN Department for Economic and Social Affairs*



# AUSTRALIAN LIBRARIES AND THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

## Members

How do the SDGs relate to the forward thinking of your library and information service or organisation?



## Three conversation starters

# 1

### **Libraries help deliver the SDG targets**

Universal literacy is recognised in the vision for the UN 2030 Agenda

# 2

### **Libraries can help report against the SDGs**

Family literacy: 121,000 storytimes for 3.1 million participants every year

Digital inclusion: more than 13,000 public access PCs

# 3

### **Libraries can help engage the public**

11,000 physical locations and more than 4000 websites

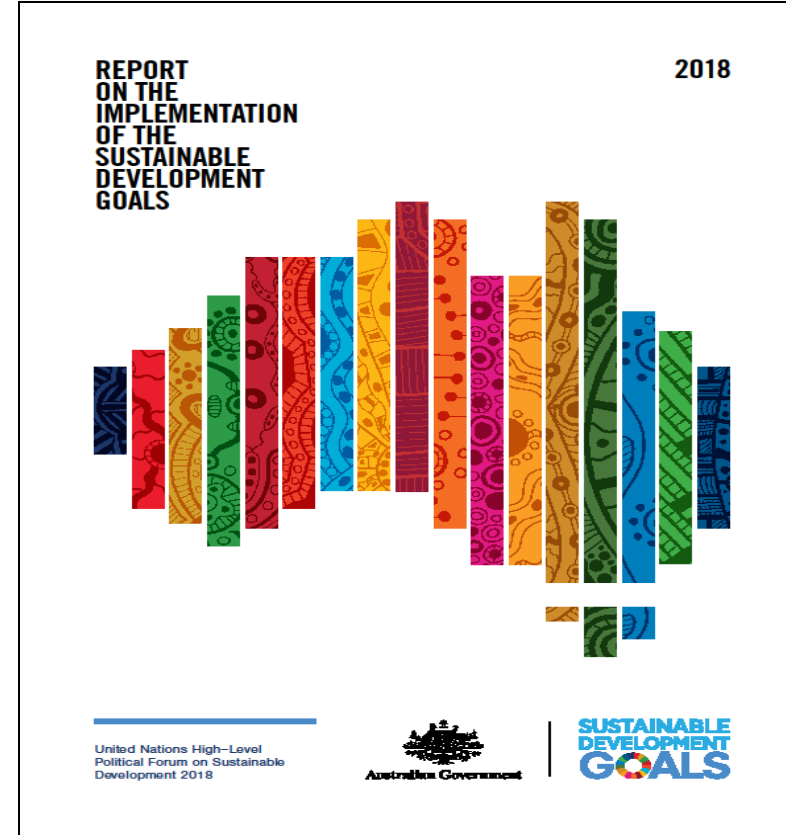
Approximately 12.9 million library users

## Government and other stakeholders





# Reports



# Summits



**AUSTRALIAN SUSTAINABLE DEVELOPMENT GOALS SUMMIT** 2018  
UNLOCKING THE OPPORTUNITIES OF THE SUSTAINABLE DEVELOPMENT GOALS  
13 MARCH 2018  
MCG, MELBOURNE



AUSTRALIAN COUNCIL FOR INTERNATIONAL DEVELOPMENT



Global Compact Network Australia



United Nations Association of Australia

## OUR GLOBAL FUTURE

ALIA Asia-Pacific Sustainable Development Goals Summit

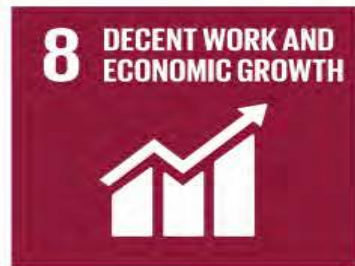


Gold Coast Convention and Exhibition Centre  
Sunday 29 July 2018





# SUSTAINABLE DEVELOPMENT GOALS



Thank you!

Vicki McDonald

past President – Australian Library and Information Association (ALIA)  
State Librarian and Chief Executive Officer, State Library of Queensland

[vicki.mcdonald@slq.qld.gov.au](mailto:vicki.mcdonald@slq.qld.gov.au)

# Celebrating successes in engaging in national policy planning

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**Presenters:**

Vicki McDonald (Australia)

Nicholas Graham (Jamaica)

**Discussion with:**

Irena Zubcevic, *UN Department for Economic and Social Affairs*



# Celebrating successes in developing partnerships

**Moderator:** Stephen Wyber, *IFLA Manager, Policy and Advocacy*

**Presenters:**

Elizabeth Matheus (Namibia)

Zoubeida Bouallagui (Tunisia)

**Discussion with:**

Ola Göransson, *UN Partnerships Team*



# Closing

Gerald Leitner

*IFLA Secretary General*

# IFLA IAP

## INTERNATIONAL ADVOCACY PROGRAMME



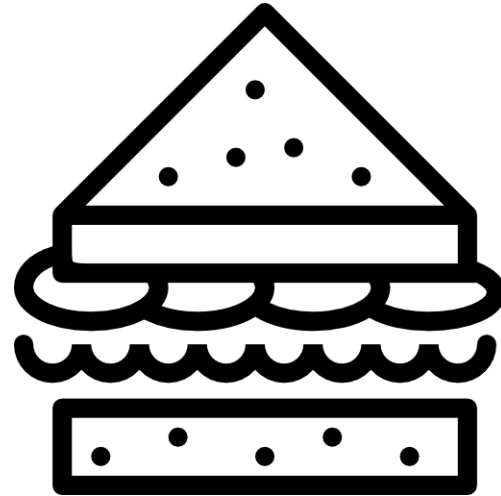
**Global Convening** 28-29 June 2018 • New York, USA



International  
Federation of  
Library  
Associations and Institutions

[ifla.org/libraries-development](http://ifla.org/libraries-development)  
#Lib4Dev #DA2I

# Please help yourself to some light lunch



# Tour of The New York Public Library

- ✓ Follow the IFLA staff who will guide you to the meeting point to start the tour





**IFLA IAP**

INTERNATIONAL ADVOCACY PROGRAMME

**WORKSHOP**

**SDG Storytelling for  
Showing the Impact of Libraries**

TELL YOUR STORY!

# Opening of the Workshop

Glòria Pérez-Salmerón

*IFLA President*

# Storytelling game



# Storytelling – Inspiring from stories of others

✓ Share  
your  
story!



IFLA LIBRARY MAP OF THE WORLD

SDG Storytelling  
illustrating the impact of libraries

**Stories can make change happen.** We use stories in advocacy because they help raise awareness, change attitudes, and inspire action. They bring us closer to our goals – educating communities and decision-makers, promoting the work of libraries, raising funds and implementing policies that allow our libraries and institutions to serve library-users.

IFLA Library Map of the World provides you with a unique digital space to | share the story of your library's activities, projects, and programmes as well as their impact on your community, and how that contributes to the United Nations Sustainable Development Goals.

TELL YOUR STORY!

YOUR COUNTRY

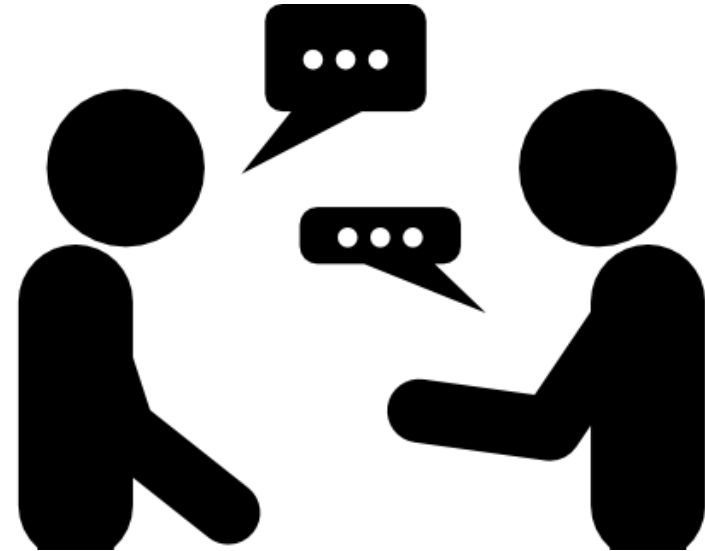
 International  
Federation of  
Library  
Associations and Institutions

[librarymap.ifla.org](http://librarymap.ifla.org)

# How can we tell better stories?

**1** In pairs:

- ✓ **Storyteller** – share the story
- ✓ **Listener** – listen to memorise



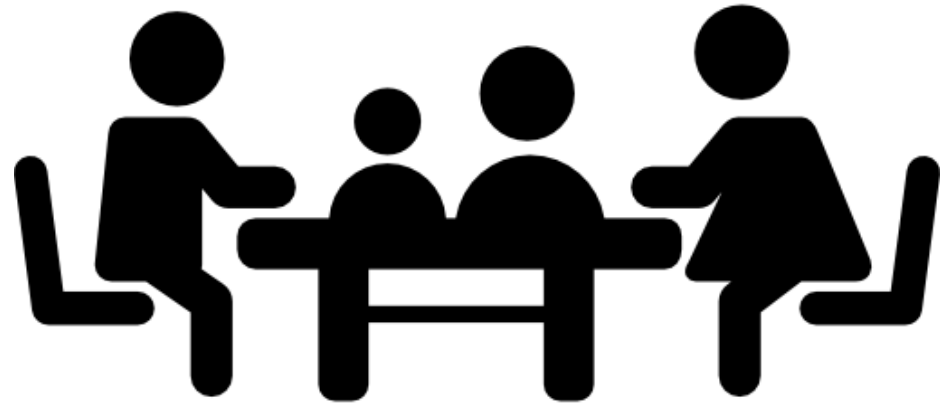


# How can we tell better stories?

2

In small groups of four:

- ✓ Listeners share stories they were told
- ✓ Storytellers make notes



# How can we tell better stories?

- 3 Table discussion about **do's** and **don'ts**



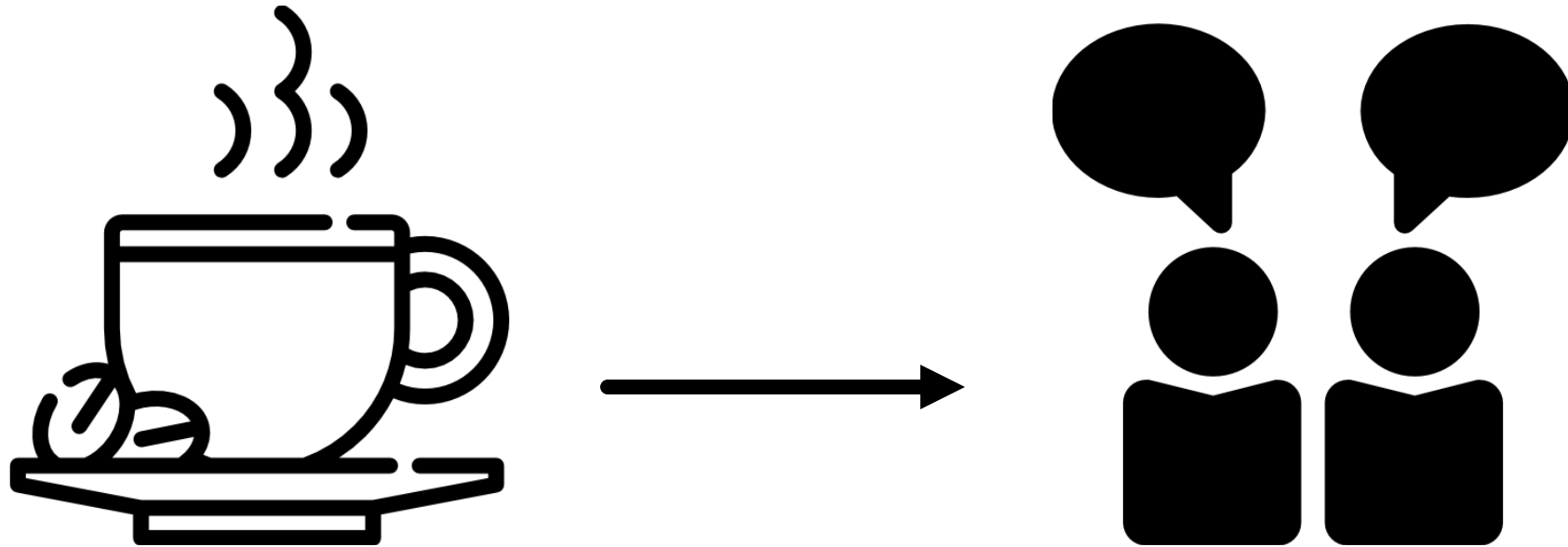
# How can we tell better stories?



Open discussion about **do's** and **don'ts**



# Coffee + Storytelling



# Storytelling for the Library Map of the World



LIBRARY MAP OF THE WORLD

[FOLLOW](#) [CONTACT US](#)

HOME

SDG STORIES

CONTRIBUTORS

ABOUT

## SUSTAINABLE DEVELOPMENT GOALS & LIBRARIES

The UN 2030 Agenda for Sustainable Development is a framework of 17 Sustainable Development Goals (SDGs) spanning economic, environmental and social development. SGD stories demonstrate how libraries and access to information contribute to improved outcomes across all SDGs. Select a country to see relevant stories.



## SDG STORIES


Search

 3 Countries  
4 Stories

Select a country to view stories.

 **GOAL 2.** Zero Hunger  
1 Story

 **GOAL 4.** Quality Education  
1 Story

 **GOAL 6.** Clean Water and Sanitation  
1 Story



**LEGEND**

-  Countries with SDG Stories
-  Selected Country
-  No Data Available





# Libraries and the Sustainable Development Goals a storytelling manual



[librarymap.ifla.org/storytelling-manual](https://librarymap.ifla.org/storytelling-manual)  
#WorldLibraryMap #StoriesThatMatter #Lib4Dev



**HOW TO  
TELL  
YOUR  
STORY**

**What  
story to  
tell**

**How to  
tell your  
story  
visually**

**How to  
use your  
story**

**How to  
get your  
story into  
the LMW**

**How to  
deal with  
copyright**

*“Storytelling in a library context means capturing the initial spark of inspiration, then allowing that spark to guide you. Together we surface new ideas, build relationships, and deliver sustained **community engagement.**”*

***Matt Finch***

# HOW TO TELL YOUR STORY

## How to tell your story

### Elements of compelling evidence-based storytelling

A **catchy title**: that grabs the attention of the reader

A **strong opening**: your first paragraph should draw the reader in

**Effective scene-setting**: make the reader understand why library action was necessary

A **clear narrative**: a description of what the library did

A **meaningful ending**: how did library action make a real, provable difference?

## Coding for Kids in Libraries

Since January 2017, Progress Foundation, Etic Association and 29 rural librarians, with the funding support and partnership of the Romanian American Foundation are developing the coding skills of over 450 kids from Romania. Coding for Kids in Libraries or shorter said CODE Kids has managed to bring together a large array of stakeholders and is due to continue after this pilot year.

It all started with an understanding and an acknowledgement: Romania has one of the fastest growing IT sectors in Central and Eastern Europe, however its education system and human resources development policies are far behind of what the economy needs. In 2014 for example, according to the Commission's Directorate General for Communications Networks, Content & Technology (DG CONNECT), 23% of the EU population had no digital skills, while Romania's number is 50% (the highest in Europe), and 85% of the Romanians had low digital skills. Also, by 2020, Europe may experience a shortage of more than 800,000 professionals skilled in computing/informatics. Coding skills will be a key



To mitigate this situation is a task beyond the capacity of two organizations or one funder, but one needs to start somewhere. Project partners decided to focus on secondary school kids from 10 to 14 years old and piloted an intervention

educational purposes, librarians are more confident in working with youth and, due to better communication, services they offer to kids are more diverse. At the same time, project partners have already witnessed some incipient community development

## YOUR STORY SHOULD HAVE:

- ✓ A catchy title
- ✓ A strong opening
- ✓ Effective scene-setting
- ✓ A clear narrative
- ✓ A meaningful ending
- ✓ Great illustrations

Great illustrations: use pictures and video to bring your story to life!



# HOW TO TELL YOUR STORY

## Re-focus from **LIBRARY PERSPECTIVE** to **COMMUNITY PERSPECTIVE**

### **WHY?**

Description of a **problem or challenge in the community** that your library activity, project or programme was designed to address

### **WHAT? HOW? WHEN?**

Brief **description** of an activity, project or programme

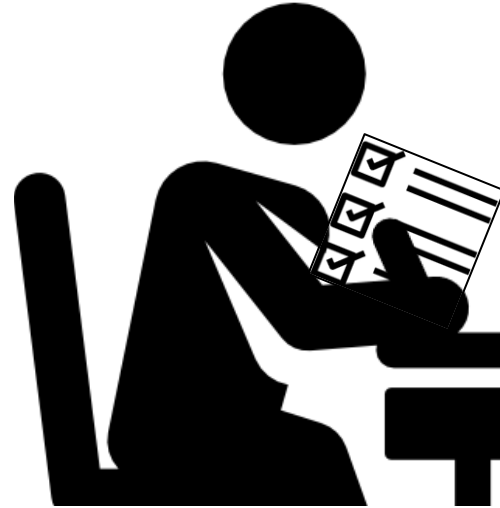
### **SO WHAT?**

Description of **IMPACT on the community** and evidence of its contribution to local, regional or national development needs

# How can we improve our stories?

**1** Individually review your story by using:

- ✓ Do's and don'ts
- ✓ Checklist



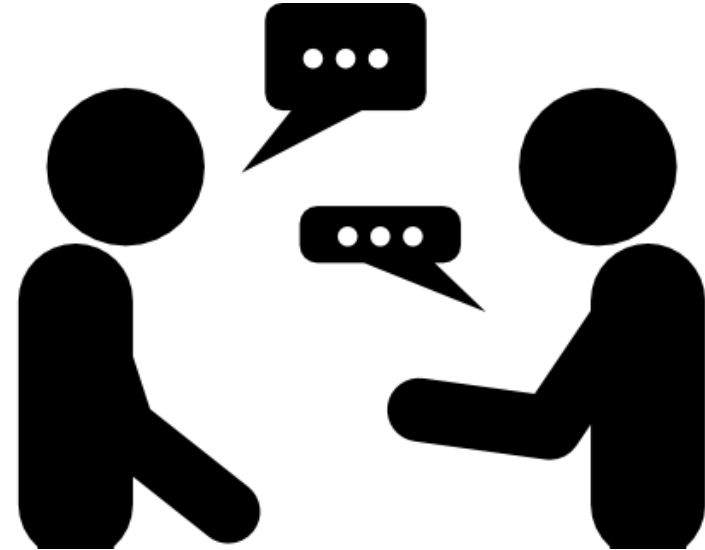


# How can we improve our stories?

2

In pairs:

- ✓ **Storyteller** – tell the improved story
- ✓ **Listeners** – provide feedback



# How can we improve our stories?

3

Table discussion about  
storytelling for the  
Library Map of the World



Why?



What?



So what?

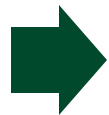
# How can we improve our stories?



Open discussion about storytelling for the Library Map of the World



Why?



What?



So what?

# Storytelling – Celebrating improved stories

✓ Share your  
**improved**  
story!



IFLA LIBRARY MAP OF THE WORLD

SDG Storytelling  
illustrating the impact of libraries

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Federation of  
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Associations and Institutions

[librarymap.ifla.org](http://librarymap.ifla.org)

# Wrap-up & Conclusions

Gerald Leitner

*IFLA Secretary General*





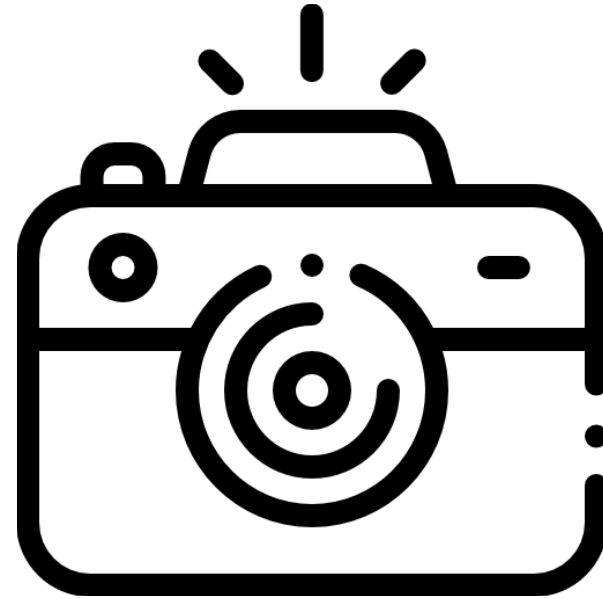
# Closing of the IAP Global Convening

Glòria Pérez-Salmerón  
*IFLA President*



# Group Photo

- ✓ Follow the IFLA staff who will guide you to take our group photo at the entrance of the NYPL (bring all your belongings with you!)



# IFLA IAP

## INTERNATIONAL ADVOCACY PROGRAMME



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