



World Library and Information Congress

85th IFLA General Conference and Assembly

24-30 August 2019, Athens, Greece

Great Ideas for Advocacy II

Donna Scheeder

IFLA President, 2015-17

Bruno Duarte Eiras, PORTUGAL

My great idea for advocacy is:

Manage a project regarding the Portuguese libraries role about 2030 Agenda and the SDGs. To maximize the project results we made partnerships with NGO and a university.

Our Targets:

Increase libraries visibility about their work on 2030 Agenda & SDGs;
Gather support of NGO regarding 2030 Agenda; Work with university to produce a Guide for Libraries.

Our Team:

Portuguese Librarians Association
United National Global Compact
Network Portugal
Aliança ODS (SDG Alliance)
Nova University of Lisbon

Our Action(s):

*Registration as UN Global Compact
Network Portugal member.
Aliança ODS (SDG Alliance) council
member.
Partnership of Nova University of
Lisbon*



Bruno Duarte Eiras, PORTUGAL

Our Achievement(s):

Permanent member of UN Global Compact Network Portugal (civil society)

“Alignment and evidences of contribution to sustainable development – Libraries Guide”

Alinhamento e Evidências do Contributo
para o Desenvolvimento Sustentável
Guia para Bibliotecas

BIBLIOTECAS
OBJETIVOS DE DESENVOLVIMENTO
SUSTENTÁVEL



World Library and Information Congress
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Great Ideas for Advocacy

Bibliotecarios al Senado, América Latina

My great idea for advocacy is:

Collaborative methodologies and
philosophy of “querendura” or
“querencia”



Bibliotecarios al Senado, América Latina

Our Targets: *Librarians and decision-makers*

Our Team: *Voluntary librarians and their institutions*

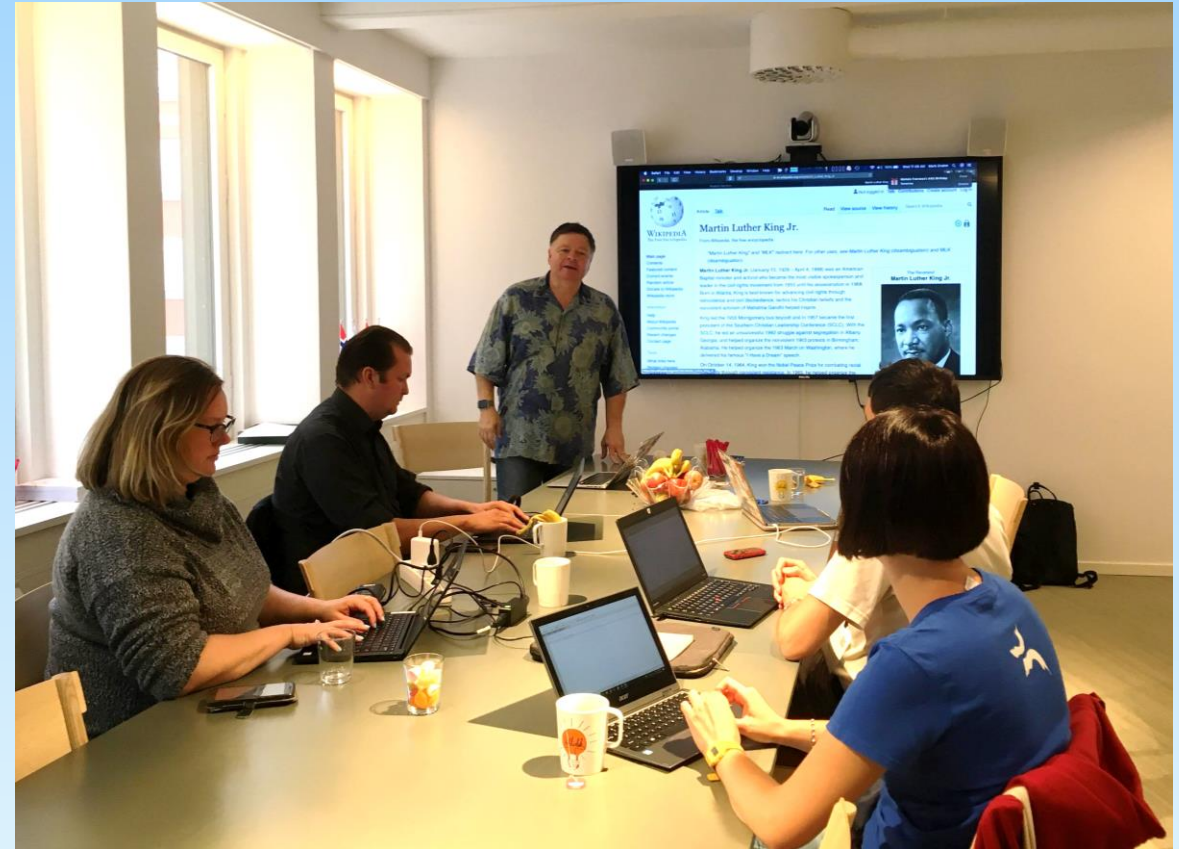
Our Action(s): *Advocacy campaigns on behalf of the library field using “querendura” + Internet + Open Science*

Our Achievement(s): *We change national laws, stop budget cuts and made statements on national and international level*



Karolina Andersdotter, Sweden:

My great idea for advocacy is:
Wikipedia edit-a-thon with
librarians and wikipedians



Karolina Andersdotter, Sweden:

Our Targets: *bringing librarians and Wikipedians together in their SDG advocacy*

Our Team: *SLA's "Libraries and 2030 Agenda" network*

Our Action(s): *edit-a-thon pre-Wikimania 2019 in Stockholm*

Our Achievement(s): *idea generation on how to work together on a national (and international) level to further the SDGs*



Heba Mohamed Ismail, MENA region:

My great idea for advocacy is:
2030 Arab librarians, an online training platform built with the support of the International Advocacy Programme (IAP)



Full report available at:

<https://www.ifla.org/node/91693>

Heba Mohamed Ismail, MENA region:

Our Targets: *Librarians who influence the influencers.*

Our Team: *Arab Federation for Libraries & Information (AFLI) staff.*

Our Action(s): *Online activities & In-person activities*

Our Achievement(s): *improvements in skills and knowledge; networking; linking the libraries activities with SDGS.*



Role-playing activity
The 2030 Arab Librarians Regional Meeting, 28-29 July, Cairo

Vicki McDonald, Australia:



My great idea for advocacy is:

The Australian Library and Information Association SDG Industry Roundtable, Canberra, 23 September 2019, bringing together librarians, Foreign Affairs and the Arts, to set stretch goals and targets for Australian libraries for 2030



ALIA public libraries workshop, Geelong 2017

Vicki McDonald, Australia:

Our Targets: Australian library sector, federal Foreign Affairs and the Arts

Our Team: ALIA International Affairs Advisory Committee

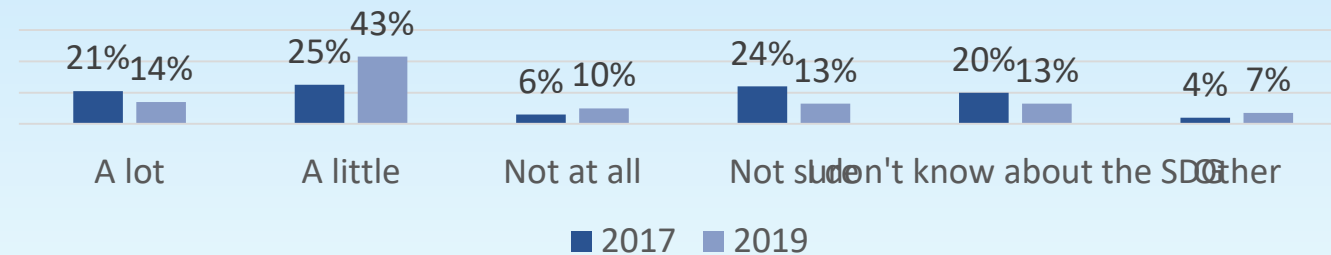
Our Aims: Create a new framework for aspirational yet achievable library goals and targets leading up to 2030

Our Achievements: Building on 2018 Asia Pacific LIS SDG Summit, ALIA SDG report and Voluntary National Review

... and Measuring Engagement!



How does the UN 2030 Agenda for SDG relate to the forward thinking of your library and information service or organisation?



Hella Klauser, Germany

My great idea for advocacy is:

Prove that all of us in our libraries make offers and projects already to fulfill the goals of Agenda 2030 without doing anything new or additional.



Hella Klauser, Germany

Our Targets: Librarians in German-speaking countries Austria, Switzerland, South Tyrol, Germany (DACHS)

Our Team: IFLA, dbv, Lib Ass. in DACHS

Our Action(s): Building a bridge to LMW by creating a platform **biblio2030** and advertising to add examples in all countries

Our Achievement(s): Create awareness, exchange ideas cross-border, raise visibility, offer examples for advocacy work

Agenda 2030 Beispielsan

Ernte deine Stadt
Stadtbibliothek Bad Oldesloe

Vom Mittelalter in die Gegenwart
SLUB Dresden / Thüringer Schulportal

Treffpunkt Deutsch
Heilbronner Stadtbibliothek

Am Anfang war ein "weißes Blatt"

Kids programmieren ihre Welt

Maria Angelica Fuentes, Chile

**My great idea for advocacy
is:**

Look for allies and make them
strategic!

For each SDG, we seek allies,
strengthen links, and
disseminate our actions



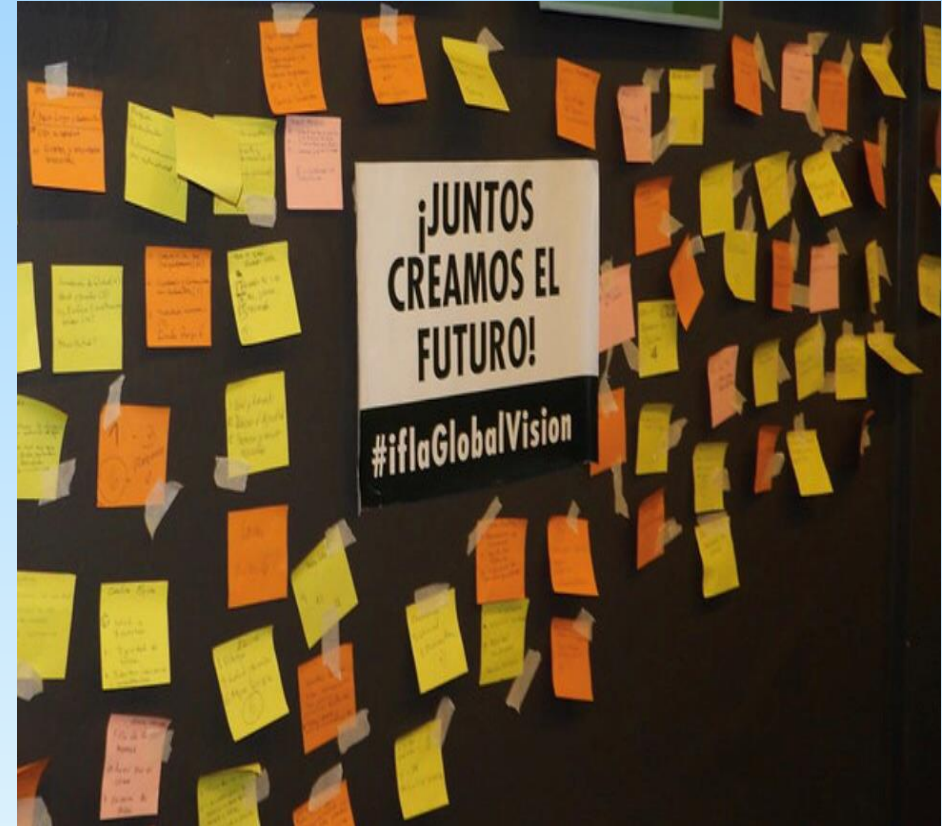
Maria Angelica Fuentes, Chile

Our Targets: Rather than influence, we want to get to know others, and show ourselves as allies

Our Team: The IAP Project team – the Chilean Librarians Association, the Chilean technical offices for the SDGs, SBP

Our Action(s): Talk to Everyone!!!

Our Achievement(s): Recognised as allies, and included in the voluntary national review of Chile to the UN



Ville Vaarne, Finland

My great idea for advocacy is:
Bring the prime minister to his
local library for a Q & A.



Ville Vaarne, Finland

Our Targets: *Politicians, the public*

Our Team: *One person from our organization, 5-6 people from the government.*

Our Action(s): *Video for Social Media, Discussion with politicians*

Our Achievement(s): *Our goal is to make it a tradition that when a new government is formed, politicians will share their new policies in libraries.*





Raphaëlle Bats, France

My great idea for advocacy is: engaging French Libraries for the 25th of September, the anniversary of the Agenda 2030

Our Targets:

- Raising the awareness of the public on the SDGs
- Encouraging librarians to have a sustainable library
- Convincing politicians that libraries are important actors.

Our Team: A group of national associations and institutions.

Enssib, ABF, Bpi and Cfibd

Our Action(s): Proposing to the French public, academic and school libraries to display in their spaces some cubes with good practices for people + some posters where they can say how their library is sustainable.



Raphaëlle Bats, France

Our Achievement(s):

- **17 cubes**
- **5 posters**
- **And 460 libraries ready for the 25th of September.**





20-30 SEPTEMBER
GLOBAL WEEK
TO #ACT4SDGs
ACT4SDGS.ORG

#1

Think of **3** Things
Your Library Does
that Improve
People's Lives



#21

Test out
your
arguments
on a friend



THE
LIBRA

#24

Think What
Your Audience
Wants to Hear



THE
LIBRA

#17

Find and
learn a great
library quote



THE
LIBRA

#10

Take a Great
Photo of
Your Library
at Work



THE
LIBRA

#6

Find Out
Who's
In Charge




THE 1⌚ MINUTE
LIBRARY ADVOCATE

IFLA.org

THE 1⌚ MINUTE
LIBRARY ADVOCATE

IFLA.org

A wide-angle photograph of the United Nations General Assembly hall. The room is filled with delegates seated at long desks arranged in a semi-circle. At the front, a large wooden wall features the UN emblem. A podium is visible on the stage. Three callout boxes are overlaid on the image: two circles at the top and one larger circle with a pointer in the center.

(and here)

(and here)

Your face here