



# Welcome!

World Library and Information Congress  
84<sup>th</sup> IFLA Conference and Assembly  
24-30 August 2018 • Kuala Lumpur, Malaysia

## Transform Libraries, Transform Societies



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# Great Ideas for Advocacy!

# Glòria Pérez-Salmerón

IFLA President 2017-2019



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# Donna Scheeder

IFLA President 2015-2017



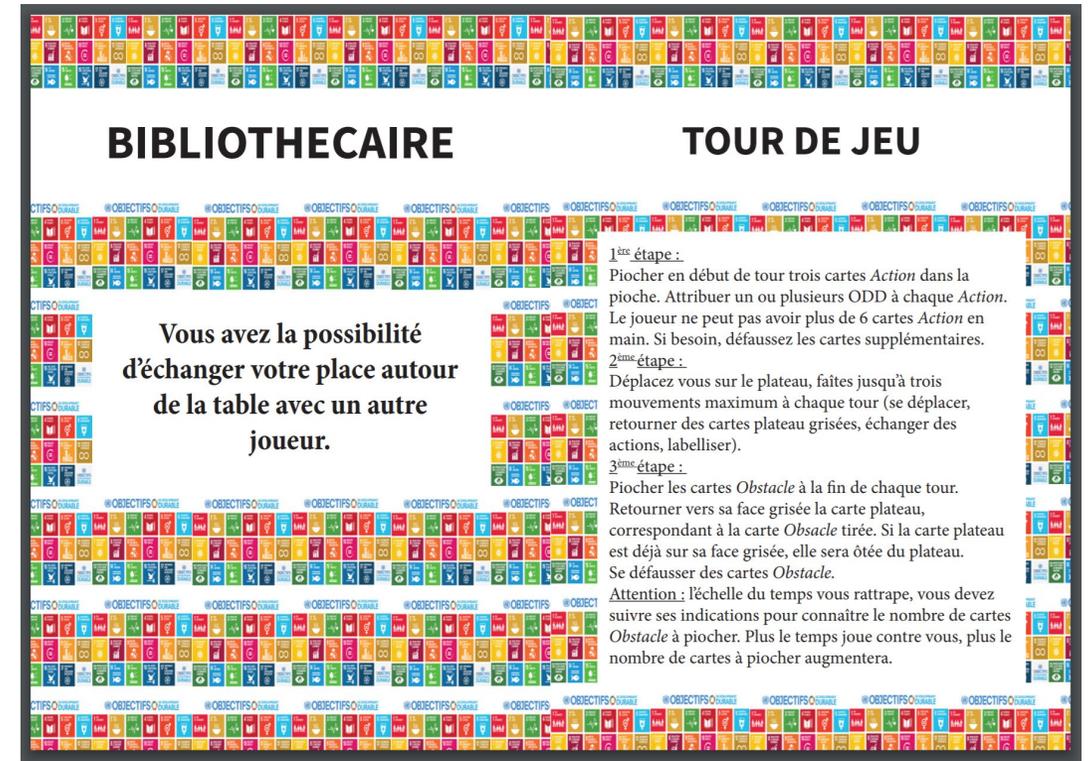
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# Raphaëlle Bats, France

***My Great Idea for Advocacy is:***  
**Adapting a board game to**  
**raise awareness among**  
**librarians about the**  
**Sustainable Development**  
**Goals and 2030 Agenda**



**BIBLIOTHECAIRE** **TOUR DE JEU**

Vous avez la possibilité d'échanger votre place autour de la table avec un autre joueur.

**1<sup>ère</sup> étape :**  
Piocher en début de tour trois cartes *Action* dans la pioche. Attribuer un ou plusieurs ODD à chaque *Action*. Le joueur ne peut pas avoir plus de 6 cartes *Action* en main. Si besoin, défaussez les cartes supplémentaires.

**2<sup>ème</sup> étape :**  
Déplacez vous sur le plateau, faites jusqu'à trois mouvements maximum à chaque tour (se déplacer, retourner des cartes plateau grisées, échanger des actions, labelliser).

**3<sup>ème</sup> étape :**  
Piocher les cartes *Obstacle* à la fin de chaque tour. Retourner vers sa face grisée la carte plateau correspondant à la carte *Obstacle* tirée. Si la carte plateau est déjà sur sa face grisée, elle sera ôtée du plateau. Se défausser des cartes *Obstacle*.

**Attention :** l'échelle du temps vous rattrape, vous devez suivre ses indications pour connaître le nombre de cartes *Obstacle* à piocher. Plus le temps joue contre vous, plus le nombre de cartes à piocher augmentera.

## Our targets:

- French Librarians... but the game can be adapted for every country!

## Our partners:

- French Institutions and Associations, as Bpi, Cfibd, Enssib and ABF.
- Created by Camille Delaune, Laure Papon-Vidal and Raphaëlle Bats (Enssib)

## Our actions:

- Collecting actions led by French Libraries
- Adapting the board game : creation of design, cards, rules... Organizing tests and playing the game
- Promoting the game and giving access to the printable PDF of the game (in French and in English)

## We achieved:

- A lot of fun!!! ... and colleagues better informed about the role of libraries for SDG's.]
- A first step for giving them arguments to advocate their libraries.]



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# Josephine Siegrist, Switzerland

***My Great Idea for Advocacy is:***  
**To make libraries and their work  
more visible**



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## Our targets:

- Everybody knows and is aware: Libraries are **the** Partner to achieve the SDG's 2030! (slide 9)

## Our partners:

- The governmental bodies on the different levels & the most important shareholders of Swiss society and our customer.

## Our actions:

- Participating in the national WG 2030, built up a WG Biblio2030, which plans & coordinate the different actions of all libraries in CH

## We achieved:

- Workshop with the German Library Association for involving Austria and Suedtirol; start of the Swiss WG Biblio2030; in contact with national WG2030.



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# Jonathan Hernández, México

***My Great Idea for Advocacy is:***  
**Map your networks, attend events and start the conversation, you never know who's gonna support your ideas.**



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## Our targets:

- Deputy Director General in the Office of the Presidency
- Mexican Agency for International Development Cooperation

## Our partners:

- IFLA, GIZ, UNAM, Mexican Civil Society Organizations
- Mexican Library Associations

## Our actions:

- Side event on the Forum of the Countries of Latin America and the Caribbean on Sustainable Development.
- Mapped our networks and started the advocacy.

## We achieved:

- Connect libraries with academic and civil society networks working on the SDGs
- First step to involve the library association as a working group from civil society in the national 2030 Agenda development.



# Vesna Vuksan, Serbia

*My Great Idea for Advocacy is:*  
**DON'T FORGET THE SELFIE!**



## **Our targets:**

- Stakeholders at the UN Regional Forum on Sustainable Development

## **Our partners:**

- IFLA, Serbian Library Association

## **Our actions:**

- Elevator pitch, business cards, selfie!

## **We achieved:**

- Four useful contacts in a day!
- Invited speaker at a library conference
- Health awareness campaign
- Energy efficiency consultations



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# Maria Angelica Fuentes, Chile

***My Great Idea for Advocacy is:  
Create discussion groups  
around the SDGs, how  
libraries contribute and relate***



## Our targets:

- Local and regional library community. Discover the SDGs in our libraries with our communities

## Our partners:

- Associations of Librarians, civil society, friendly networks

## Our actions:

- Collective good practice bank: my library, my SDGS

## We achieved:

- Alliances, sharing, integrating, collective work, dialogue and action: add +add= ADVOCACY



**Joanna Pasztaleniec-Jarzyńska, Poland**  
**Polish Librarians' Association**

***My Great Idea for Advocacy is:***  
**Partnership between the library field**  
**and the UN Information Center -**  
**the Polish experience of library**  
**advocacy inspired by the SDGs**



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## Our targets

- Raise awareness of the SDGs among library directors and workers;
- Promote the role of libraries can play in delivering the SDGs, and create a platform for good practices
- Promote the role of the UN and IFLA in global sustainable development initiatives

## Our partners

- United Nation Information Center in Warsaw;
- Polish Librarians' Association (Main Board, Regional Boards (Warsaw, Katowice) and library directors/workers

## Our actions

- Advocacy workshops for public librarians using IFLA IAP toolkits and UNIC materials for all ages:
- #SmallSmurfsBigGoals; The Lazy Person's Guide to saving the world; The Youngest Saving the World

## We achieved

- Increased awareness of libraries' potential to deliver the SDGs
- New ideas and tools for promoting the UN Agenda 2030 as well as library advocacy
- Exchange of information on SDG actions between UNIC and PLA (on their websites)
- The effect of snowball: promotion of good practices on PLA website.



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# Reyna Josvah-Rabiaza, Madagascar

***My Great Idea for Advocacy is:***

**Promoting access to Information making the Librarian community more visible, inculcating transparency and accountability in Public Administration**



## Our targets:

- Government (to adopt a law)
- Civil Society, Medias: for awareness and education
- Citizens (young, students): informed, educated, democratic participative

## Our partners:

- Public Administration: Government and Parliament Libraries
- UNESCO, UNDP (Financial and Technical Partners)
- Medias, Civil Society, including the Library Association!

## Our actions:

- Capacity building (UNESCO support), and writing an advocacy document (UNDP)
- Raise awareness of the need for access to information (CSI, TOROHAY Association)

## We achieved:

- Acceptance of access to Information, ministries more engaged in transparency
- Greater visibility for libraries, and greater capacity among librarians
- Access to Information Day celebrated in Madagascar since 2016



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# Nkem Osuigwe, Nigeria

**My Great Idea for Advocacy is:  
Building inclusiveness for young  
people by equipping them with  
creative writing skills thereby giving  
them a voice to share their own stories.**



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## **Our targets:**

- Young people (15-30yrs)

## **Our partners:**

- Association of Nigerian Authors, Anambra State Chapter, Young Authors Association, Ministry of Education

## **Our actions:**

- Collaborations with the Associations for Writing Clinics 1& 2 and for modules to be included in the school curriculum for creative writing.

## **We achieved:**

- Got young people thinking, talking and writing. We are compiling an anthology of the writing of youth – their ideas, their perspectives, their stories.



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# Barbara Lison, Germany

***My Great Idea for Advocacy is:  
Getting political parties to  
include libraries as partners for  
development in their  
manifestoes***



## **Our targets:**

- Political parties

## **Our partners:**

- Staff and members of the German Library Association

## **Our actions:**

- Define a set of ‘touchstones’ on key issues for libraries, e.g. SDGs
- Meet with candidates in order to promote adoption in manifestoes

## **We achieved:**

- All parties responded to the touchstones
- A basis for future advocacy with all parties on library funding



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# Velenasi Munsanje, Zambia

***My Great Idea for Advocacy is:***  
**To enlighten librarians on what role the  
libraries can play to help attain SDGs**



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## **Our targets:**

- Librarians in Zambia and neighbouring countries

## **Our partners:**

- UN – Zambia
- Ministry of National Development Planning (MNDP)

## **Our actions:**

- One day training workshop on the role of libraries in attaining SDG's in Zambia
- National Development Planning Minister officiated at Librarian's Annual General Conference

## **We achieved:**

- Enlightened librarians on what they could do to help achieve SDG's
- Created awareness to MNDP on how libraries were contributing to attainment of SDGs.



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# Vicki McDonald, Australia

***My Great Idea for Advocacy is: ALIA's Sustainable Development Goals Summit, 29 July 2018***



## **Our targets:**

- Library leaders in the Asia Pacific region

## **Our partners:**

- Australian Government Department of Foreign Affairs and Trade, UNIC in Australia, IFLA International Advocacy Programme (travel grants)

## **Our actions:**

- One-day SDG Summit on 29 July, at the Gold Coast Convention Centre

## **We achieved:**

- Improved understanding, inspired colleagues, commitment to collaboration, advocacy action points for libraries and associations



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# Adriana Ferrari, Brasil

***My Great Idea for Advocacy is:***  
To build strategic alliances to  
strengthen advocacy: expanding  
the discussion on libraries' value  
to society



## Our targets:

- Governments at Federal, State and City levels to focus on public policies

## Our partners:

- Brazil's Office of the Economic Commission for Latin America and the Caribbean
- Associations affiliated with FEBAB

## Our actions:

- Phone calls, meetings and prayers.
- The event "The importance of access to information to achieve sustainable development in Latin America and the Caribbean" was held in April 19th, 2018 during the Second Forum of Latin American and Caribbean Countries on sustainable development (CEPAL) in Santiago, Chile

## We achieved:

- Construction of the Santiago Declaration to clarify the importance of libraries in LAC;
- The Declaration will be available on ECLAC's website;
- Establishment of partnerships with other institutions so that libraries have other supporters beyond librarians and library staff.
- The Declaration with due signatures will constitute an important document for the advocacy of libraries in LAC.



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# Alicia Sellés, Spain

*My Great Idea for Advocacy is:*

**Don't give up the “High Level”, even when it seems far away**



## **Our targets:**

- Spanish Ambassador on special mission for the Agenda 2030 and **GAN = HIGH LEVEL GROUP** for the Agenda in Spain

## **Our partners:**

- Senior Adviser for the Agenda in the Cooperation Office in the Ministry For International Affairs
- MECD (Spanish Ministry of Education, Culture and Sports)

## **Our actions:**

- To “go after” somebody in the Spanish government working on the agenda (2015-2107)
- To “catch out” the adviser for the High Level Political Forum 2017, and meet him in Madrid
- Special meeting between the Ambassador, FESABID and IFLA

## **We achieved:**

- To be invited to the political and civil society forums concerning the Agenda
- To collaborate in the review of the draft copy for the VNR
- To create an special group “Libraries and Agenda 2030” in the CCB to achieve a national strategy for libraries and access to information



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presentation  
here!**

**And your  
face here!**

**?**

