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**IFLA INTERNATIONAL ADVOCACY PROGRAMME**

**LIBRARIES, DEVELOPMENT, AND THE UN 2030 AGENDA**

**TOPIC 2: THE ROLE OF LIBRARIES IN THE UN 2030 AGENDA**

**ACTIVITY 2.5: YOUR AWARENESS CAMPAIGN**

**INSTRUCTIONS**

When you return home, you will need to embark on a programme to raise awareness about the UN 2030 Agenda, the Sustainable Development Goals and the development planning processes in your country or region.



**How will you do this?**

Think about the following questions and come up with some ideas about what you could do:

* + What are the objectives of your awareness campaign?
	+ Who will help you organise the campaign?
	+ Who will your target audiences be?
	+ Who would you like to partner with?
	+ What type of activities could you undertake?
	+ What are the timelines for your campaign?
	+ What communication strategies will you use?

**Our awareness campaign for the UN 2030 Agenda**

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| 1. What are the objectives of your awareness campaign?
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| 1. Who will help you organise the campaign?
 |  |
| 1. Who will your target audiences be?
 |  |
| 1. Who would you like to partner with?
 |  |
| 1. What type of activities could you undertake?
 |  |
| 1. What are the timelines for your campaign?
 |  |
| 1. What communication strategies will you use?
 |  |
| 1. Other ideas
 |  |