Great Ideas for Advocacy II
Donna Scheeder

IFLA President, 2015-17
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”
Great Ideas for Advocacy
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
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.
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.
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?

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<th>2019</th>
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<tr>
<td>I don't know about the SDG</td>
<td>4%</td>
<td>7%</td>
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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
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 TO WEEK #ACT4SDGs ACT4SDGS.ORG
Your face here (and here) (and here)