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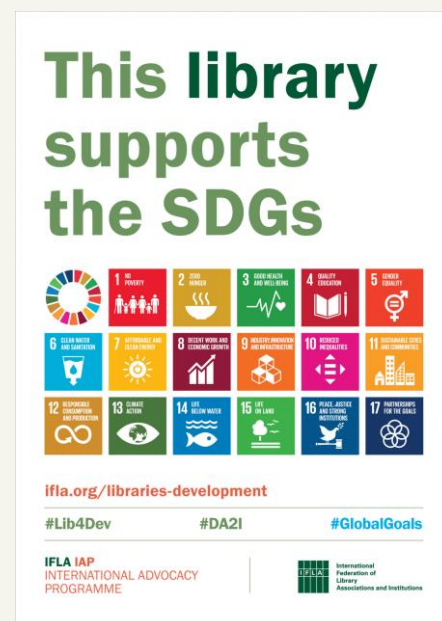
# Toolkit: Libraries, Development and the United Nations 2030 Agenda

March 2021: Revised version<sup>1</sup>

## Introduction: How to use this toolkit

Libraries make an essential, and cross-cutting contribution to development. They have an almost unique ability to support progress across the United Nations 2030 Agenda and its 17 Sustainable Development Goals (SDGs)<sup>2</sup>, through providing the space, staff, skills and content to make a reality of meaningful access to information.

To do this, libraries must be able to show this contribution, and make the case for inclusion into national and regional development strategies. This is because, while the Sustainable Development Goals (SDGs)<sup>3</sup> are universal goals, each country is responsible for developing and implementing national strategies (National Development Plans) to achieve them.



<sup>1</sup> This toolkit is the revised version of the toolkit published in October 2017, which updated that of October 2015: “Libraries, Development and the Implementation of the United Nations 2030 Agenda”. This in turn updated and replaced the toolkit “Libraries and the post-2015 development agenda” (January 2015). All earlier toolkits remain online for reference purposes only: <https://www.ifla.org/publications/7409>

<sup>2</sup> <https://sdgs.un.org/2030agenda>. Clearly involvement in other government policy planning also offers opportunities to win recognition and support for libraries.

<sup>3</sup> <https://sdgs.un.org>

## **We cannot take the inclusion of libraries for granted!**

Importantly, inaction is not an option. For our own sakes, and those of the users who rely on our services, we cannot allow our institutions and profession to be forgotten, diminished, or dismissed. Too often, decision-makers will base their perception of libraries on their own memories. In a time of rapid change, these memories are often seriously out of date.

AS a result, it is necessary to invest in building understanding of, and support for, the work of libraries of all types, especially faced with many competing priorities for government support.

The effort is worth it; inclusion in these plans is an important form of recognition for libraries and their staff. It underlines their importance as partners for development and may – directly or indirectly – unlock additional support. The process of engaging can also help you build new connections and networks among decision-makers.

The purpose of this toolkit is therefore to **support advocacy for the inclusion of libraries and access to information in formal national and regional development plans** adopted in the context of the SDGs. You may find that its lessons can also apply in looking to promote the incorporation of libraries into other strategies which are less explicitly linked to the SDGs also.

It is aimed primarily at library associations, but can also help other groups of librarians, or even individuals, to understand how the SDGs can help you in your advocacy.

**So take action** in your country to make sure **libraries have a say** as governments decide **how to implement the SDGs**.

This guide supports you in this work by:

- Providing an overview of the overall UN 2030 Agenda
- Offering insights into how IFLA is involved in advocating for libraries as partners for development
- Setting out steps that you can follow to advocate effectively
- Sharing resources to help you in your work

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# 1. Understanding the UN 2030 Agenda

## 1.1. Background

In September 2015, after more than three years of negotiations and intense involvement from many stakeholders, including IFLA, the Member States of the United Nations adopted the post-2015 Development Agenda to succeed the Millennium Development Goals<sup>4</sup>, *Transforming our world: the 2030 Agenda for Sustainable Development*<sup>5</sup>.

The UN 2030 Agenda is made of the following:

1. Declaration: a vision of the world in 2030
2. Sustainable Development Goals (17 goals, 169 targets)<sup>6</sup> (see below)
3. Means of Implementation: who is going to pay, and how much it will cost
4. Follow-up and review: a set of 232 indicators and provisions for voluntary national reviews<sup>7</sup>

The 17 Goals are as follows:

GOAL 1: No Poverty

GOAL 2: Zero Hunger

GOAL 3: Good Health and Well-being

GOAL 4: Quality Education

GOAL 5: Gender Equality

GOAL 6: Clean Water and Sanitation

GOAL 7: Affordable and Clean Energy

GOAL 8: Decent Work and Economic Growth

GOAL 9: Industry, Innovation and Infrastructure

GOAL 10: Reduced Inequality

GOAL 11: Sustainable Cities and Communities

GOAL 12: Responsible Consumption and Production

GOAL 13: Climate Action

GOAL 14: Life Below Water

GOAL 15: Life on Land

GOAL 16: Peace and Justice Strong Institutions

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<sup>4</sup> <http://www.un.org/millenniumgoals/>

<sup>5</sup> <https://sustainabledevelopment.un.org/post2015/transformingourworld>

<sup>6</sup> <https://sustainabledevelopment.un.org/sdgs>

<sup>7</sup> <https://unstats.un.org/sdgs/>

## GOAL 17: Partnerships to achieve the Goal

The Agenda breaks new ground compared to its predecessor, the Millennium Development Goals. It does this in six ways:

First of all, it **applies to all countries**, not just the developing world. All governments are expected to take action, not least because many of the areas of action it identifies are global, such as climate change.

Secondly, it is broader, **covering all areas of government action**, from poverty to partnerships. It aims to represent a truly comprehensive agenda for change.

Thirdly, the Agenda underlines that **all of its parts are connected**. It is only possible to succeed overall if we succeed in each individual area. This is because progress on any particular Goal often depends on progress in others. It follows that there are also cross-cutting drivers of development.

Fourth, it underlines the importance of achieving success for everyone, with **no-one left behind**. It sees development as a right, and focuses on giving individuals the tools and capabilities they need to realise their potential.

Fifth, it **applies to all stakeholders, not just governments**. This means that libraries also have a duty to act. In order to achieve success, the Agenda also underlines the need for partnerships between actors in order to achieve success.

Finally, there is the **focus on impact and how to measure this**. The 2030 Agenda includes a package of indicators, used to track how countries are performing. There is also the possibility for countries to share updates about their work, and receive questions from others, through Voluntary National Reviews.

Importantly, the UN 2030 Agenda is a political commitment, which means that everyone, including libraries and civil society, will have a role in making sure governments are accountable for implementing the SDGs.

There are other agendas out there. For example, the African Union<sup>8</sup> has identified a number of areas for 'convergence' between the SDGs and 2063 Agenda: The Africa We Want<sup>9</sup>, through the work of the Common

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<sup>8</sup> <http://agenda2063.au.int/>

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[http://agenda2063.au.int/en/sites/default/files/03\\_Agenda2063\\_popular\\_version\\_ENG%2021SEP15-3.pdf](http://agenda2063.au.int/en/sites/default/files/03_Agenda2063_popular_version_ENG%2021SEP15-3.pdf)

Africa Position on the post-2015 development agenda<sup>10</sup>. Similarly, ASEAN and the European Union also have long-term plans which look to set priorities and monitor progress towards them.

## 1.2. Why this matters for libraries

IFLA's advocacy for libraries in the SDGs is focused on the argument that increasing access to information and knowledge – and the skills to use it – supports development and improves lives. This argument has been central to library advocacy for a long time, predating the agreement of the SDGs by many years.

Nonetheless, the SDGs offer a particularly powerful framework for libraries to demonstrate their value and so seek funding and support. Already during the negotiation of the 2030 Agenda, IFLA worked hard to ensure the inclusion of access to information as a Goal, notably preparing the Lyon Declaration of 2014<sup>11</sup>.

Through the unique aspects set out above, they offer possibilities that may not have been there before:

- As a globally applicable set of goals, they **allow for a mobilisation across the global library field**, with possibilities for sharing ideas, evidence and experience.
- As an agenda covering all policy areas, they can **capture all of the different ways in which libraries contribute to better lives** and stronger communities.
- With the focus on cross-cutting drivers of development, it provides a **new way of talking about the importance of access to information** as an area for comprehensive, holistic action.
- The emphasis on giving people the ability to improve their own lives further **underlines the value of libraries' work to provide access to information to all**.
- The recognition of engagement by all stakeholders opens the door to **formal recognition of the importance of libraries**.
- The monitoring and tracking of progress towards the SDGs creates **possibilities for libraries to engage regularly** with decision-makers – see below for more!

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<sup>10</sup> [http://www.uneca.org/sites/default/files/uploaded-documents/Macroeconomy/post2015/cap-post2015\\_en.pdf](http://www.uneca.org/sites/default/files/uploaded-documents/Macroeconomy/post2015/cap-post2015_en.pdf)

<sup>11</sup> <http://www.lyondeclaration.org/>

IFLA's advocacy around the SDGs therefore has the following aspects:

1. **Support to libraries at the regional, national and local levels** in order to engage with national SDG implementation processes, building new contacts and securing new recognition in national strategies and plans
2. **Direct engagement at the global level** in order to secure recommendations and statements that national-level advocacy, as well as to influence governments.
3. **Tools and materials to help libraries use the SDGs as a framework** for thinking through their own actions and impact, both in order to develop their own plans, and to communicate these to decision-makers effectively. Crucially, this can help in your advocacy across the board, not just as it applies to the SDGs!

## 1.3. The Road to 2030

Moving beyond the theoretical, the 2030 Agenda offers a number of practical opportunities for engagement and action, at the national, regional and global levels.

IFLA engages in these processes, and works to help its Members to do the same. In doing so, we work to keep the contribution of libraries to development front of mind, as well as to use all opportunities to help libraries nationally build new connections and relationships.

Key elements of the process include the below:

### **National Development Plans**

Governments are supposed to develop plans and strategies to deliver on the SDGs, also known as National Development Plans. This does not always mean that there will be a single document – there may rather be a series of papers, and not all of these will be specifically labelled as relating to the 2030 Agenda.

For example, Jamaica<sup>12</sup> has created a new development plan, led by the Planning Institute of Jamaica, commissioned by the government as a whole. China too created an updated development plan setting out how it

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<sup>12</sup> <https://www.cepal.org/sites/default/files/events/files/sii-seminadpalccaso-expyvisiones2030-casojamaica-24-11-16.pdf>

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would deliver on the SDGs, focused on each target<sup>13</sup>. Latvia's Latvia2030 document also connects directly to the SDGs, coordinated by a designated focal point<sup>14</sup>.

Others committed to incorporating the SDGs into their existing national development planning processes, such as Tanzania<sup>15</sup>, Uganda<sup>16</sup> and South Africa<sup>17</sup>. In this case, a central planning ministry or agency will be in charge.

Another route is, rather than a single development plan, to reflect the SDGs in the context of plans and strategies in specific policy areas. For example, SDG4 can be reflected in an education strategy, or SDG 13 in a climate action plan. In this case, individual ministries or agencies will be responsible.

### **Indicators<sup>18</sup>**

Indicators will be used to measure progress towards meeting the SDGs. As mentioned above a set of 231 indicators have been identified, some of which are well established, some still in development. These include data closely linked to the work of libraires, such as around literacy, but arguably are not as strong as they could be on areas such as culture, digital inclusion, or access to information.

However, Member States are encouraged to look further, and develop their own indicators, complementing those presented by the United Nations. There are examples of library-related indicators being used, such as library visits as a way of exploring engagement in adult learning. The indicators collected as part of IFLA's Library Map of the World can even, arguably, be promoted as part of a comprehensive indicator package<sup>19</sup>.

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<sup>13</sup> <https://www.greengrowthknowledge.org/sites/default/files/downloads/policy-database/CHINA%29%20China%27s%20National%20Plan%20on%20Implementation%20of%20the%202030%20Agenda%20for%20Sustainable%20Development.pdf>

<sup>14</sup> <https://www.oecd.org/governance/pcsd/Country%20Profile%20Latvia.pdf>

<sup>15</sup> Will include SDGs in their next 5 year National Development Plan:  
<http://tz.one.un.org/media-centre/press-releases/157-joint-press-release-seventeen-sustainable-development-goals-launched-in-tanzania-a-peoples-agenda-for-development>

<sup>16</sup> Plan to integrate the SDGs into the Second National Development Plan:  
<http://www.silofighters.org/hitting-the-ground-running-the-sdgs-in-uganda/>

<sup>17</sup>

[https://sustainabledevelopment.un.org/content/documents/24474SA\\_VNR\\_Presentation\\_HLPF\\_17\\_July\\_2019\\_copy.pdf](https://sustainabledevelopment.un.org/content/documents/24474SA_VNR_Presentation_HLPF_17_July_2019_copy.pdf)

<sup>18</sup> <http://unstats.un.org/sdgs/>

<sup>19</sup> <https://blogs.ifla.org/lpa/2021/01/28/using-library-map-of-the-world-data-as-sdg-indicators/>



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IFLA continues to track work on indicators, and will promote metrics that help shine a light on the work of libraries.

### **High-Level Political Forum<sup>20</sup>**

Progress towards meeting the SDGs is monitored every year by the UN High-Level Political Forum (HLPF). These meetings bring together governments, experts, and civil society organisations such as IFLA in order to discuss progress and challenges, with a mixture of sessions focused on individual SDGs, and cross-cutting issues.

IFLA attends these meetings, and aims to organise or engage in side-events and other opportunities to talk about libraries. We encourage our Members to attend, in person or online, in order to find out about ongoing developments, and contact their own governments. We also work to shape statements and interventions by stakeholder groups.

### **Regional Sustainable Development Fora**

As part of the preparation for High Level Political Fora, each of the UN's five regional economic and social commissions (Africa, Asia-Pacific, Europe and North America, Latin America and the Caribbean, Western Asia and North Africa<sup>21</sup>) organise their own meetings. These focus on work towards SDG delivery at the regional and national levels, focusing in on specific challenges.

IFLA engages in these too, also working to organise side-events, and provide opportunities for libraries to engage and meet with decision-makers. IFLA contacts libraries on its SDGs mailing list about these opportunities each year. [Contact us](#) if you would like to be included.

### **Voluntary National Reviews**

The 2030 Agenda creates the possibility for countries to offer to prepare and present reviews of their own work to deliver on the SDGs, and receive questions from other governments and stakeholders. In putting these Voluntary National Reviews (VNRs) together, they should consult with a wide range of actors, and reflect their own contributions.

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<sup>20</sup> <https://sustainabledevelopment.un.org/hlpf>

<sup>21</sup> Economic Commission for Africa (UNECA): <https://www.uneca.org/>, Economic Commission for Latin America and the Caribbean (ECLAC): <http://www.cepal.org/en>, Economic and Social Commission for Asia and the Pacific (ESCAP): <http://www.unescap.org/>, Economic Commission for Europe (ECE): <http://www.unece.org/info/ece-homepage.html>, Economic and Social Commission for Western Asia (ESCWA): <https://www.unescwa.org/>

As such, VNRs should provide a good opportunity for libraries to talk both about what they are contributing, and what they need in order to do more. IFLA has prepared a number of briefing materials around VNRs which you can use. We welcome your comments as well, in order to shape statements during the presentation of VNRs in New York.

In addition to Voluntary National Reviews, some cities and regions are undertaking Voluntary Local, City or Sub-National Reviews<sup>22</sup>. These reflect the focus in the 2030 Agenda on the need for action at all levels, and can offer particularly rich opportunities to highlight the contribution of libraries.

Find out more in IFLA's briefing on VNRs<sup>23</sup>, as well as our report on the inclusion of libraries in Voluntary National Reviews in 2016-2020<sup>24</sup>.

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<sup>22</sup> <https://gold.uclg.org/report/localizing-sdgs-boost-monitoring-reporting>

<sup>23</sup> <https://www.ifla.org/publications/node/60881>. See also our month-by-month guide: <https://www.ifla.org/publications/node/92681>

<sup>24</sup> <https://www.ifla.org/publications/node/93510>

## 2. Engaging on the SDGs – Steps to Follow

This section focuses on the first aspect of IFLA's engagement around the SDGs set out above – how you can make the most of the opportunities created by the SDGs to build your networks, profile and influence with decision-makers.

Throughout, the goal is to ensure that libraries are recognised as partners for development and receive the support and laws necessary to realise their potential.

Success is measured, in the short-term, in the incorporation of libraries into policies and strategies linked – explicitly or implicitly – to the goals set out in the SDGs. These can be general documents (comprehensive 5 or 10-year plans for example), or thematic ones, such as education, broadband, social inclusion, or open government strategies.

In the long-term, success will be financial security and enabling legal frameworks that allow libraries to serve their communities most effectively.

This section focuses on eight types of action, in line with the IFLA Advocacy Capacities Grid<sup>25</sup>:

1. **Understanding the landscape:** knowing how the SDGs are being implemented, and when, where and how to get involved
2. **Coordinating your work:** having a structure for your campaigning, and for making best use of your time and skills.
3. **Mobilising the field:** ensuring that you are able to draw on the energy and experience of the wider library field.
4. **Gathering evidence:** collecting the stories and data that can back up your arguments with fact.
5. **Communications:** defining your messages and sending them in a way that has most impact on your audiences.
6. **Building relations with decision-makers:** getting into a situation where you can influence choices directly, and enjoy a privileged position.
7. **Building advocacy partnerships:** developing alliances with partners who can reinforce your message and increase your reach.

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<sup>25</sup> [https://www.ifla.org/files/assets/hq/topics/libraries-development/documents/ifla\\_advocacy\\_capacities\\_grid\\_3\\_sep\\_2020.pdf](https://www.ifla.org/files/assets/hq/topics/libraries-development/documents/ifla_advocacy_capacities_grid_3_sep_2020.pdf)

**8. Evaluation of advocacy:** learning the lessons from your work in order to become more effective.

In line with the grid, you may want to start by assessing where you stand currently in each of the areas set out. You may not be at the same level in each area – for example, you may already have a good evidence base for your advocacy, but need to do more to build relationships with decision-makers. You may have good communications, but need to do more to ally with partners.

As the grid sets out, you should then look to find ways to move towards the right, for example from ‘starter’ level to ‘basic’, then to ‘intermediate’, then to ‘advanced’. In the rest of this section, we explain each of the types of action mentioned, and suggest actions that can move you from left to right on the grid.

Of course, [let us know](#) how you are getting on in your efforts – we are always happy to hear about work to engage in the SDGs, and to highlight strong examples on our website.

## 2.1. Understanding the landscape

In order to advocate effectively for the inclusion of libraries in national development plans and strategies, a first step is to build up your understanding of how these plans and strategies are formed.

As set out earlier in this document, countries will take different approaches to creating national development strategies – some will develop plans directly focusing on the SDGs, some will draw on the SDGs (or at least refer to them) in existing plans, and others will develop policy-specific plans with reference to the SDGs.

Similarly, official responsibility can lie in different places, from planning ministries or agencies, ministries of environment, ministries of economy, or even prime ministers’ offices.

Sometimes, the formal lead will be with the ministry for foreign affairs, or the ministry leading on development cooperation. The ministry for foreign affairs will of course also be interested, given that they usually manage relationships with the United Nations.

***Action 1.1:*** Identify who is formally responsible for SDG delivery: a good start is to look at the VNR database<sup>26</sup> and see who is the focal point for your country

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<sup>26</sup> LINK

**Action 1.2:** *Identify who at the foreign or development ministry – and in your country’s Mission to the United Nations – is responsible for the SDGs: look at organograms on the internet, or simply send a message or letter introducing your association and asking for an interlocutor.*

Of course, the team formally responsible for the SDGs may be small, and rely heavily on a network of contacts in other ministries and agencies. These may be more difficult to find, but may also be more receptive to any offers to help with SDG delivery.

**Action 1.3:** *Identify if there is someone in the ministries with which libraries work most who is responsible for work on the SDGs.*

**Action 1.4:** *Identify if there are people in other ministries who are responsible for delivering on the SDGs, if any.*

Once you have worked out who is in charge, you should then try to find out more about any official processes around the SDGs. Is there some sort of committee or council that follows the work? How often do they meet? Are you able to take part? Are there deadlines, or specific outputs? When are they up for review?

**Action 1.5:** *Identify if there is an official process for SDG implementation, both within government, and involving civil society. What happens when? Are you able to engage somehow?*

A further concern will be to understand whether the person or team in charge of SDG implementation has a particular focus. While governments are supposed to look at all of the Goals, in reality they may spend more effort on a smaller number. For example, if the ministry of environment is in charge, they may be most interested in environmental sustainability and climate change. A planning ministry may be more focused on industry and economics.

**Action 1.6:** *get a sense of whether the person or team managing the SDGs in your country has a particular focus on one or more of the Goals, and how this could affect your own work.*

## **2.2. Coordinating your work**

While every librarian has the potential to be an effective advocate, it will usually be easier to achieve things if you can create a team. This allows for a division of labour between people, drawing on your respective

strengths. It also makes it possible to fill in gaps if one person is not available for any reason.

In particular in the case of library associations, a useful first step can be to designate someone as the lead on SDG advocacy work. This can be the President, but could also be another person, or even a new professional keen to engage in advocacy. Clearly, whoever takes on the role should benefit from the support of the association as a whole, and ideally be able to dedicate at least some time to the role.

**Action 2.1:** *designate someone as the SDG coordinator within your association or team, but ensure that they benefit from the support of others.*

Once a coordinator is in place, you may want to think about what other skills or knowledge may help you in your work. As will become clear in the other sections of this guide, a number of competences will be necessary, from relationship-building to research, from communications to comfort in working with government documents.

One list of the different types of skill you might need to draw on is available via IFLA's work on library advocacy personalities.

**Action 2.2:** *think about what strengths you may need in order to achieve your advocacy goals. In particular, try to get some people who can be credible (seniority can help) and impressive in meetings with decision-makers.*

**Action 2.3:** *use the resources associated with IFLA's work on library advocacy personalities to identify which strengths you – and colleagues – have, and where you may want to seek additional capacity.*

**Action 2.4:** *assess whether you have people involved who can bring experience from different library types.*

Once you have a team, it will be worth defining roles, as well as an action plan with both longer term goals which can steer your work, and shorter-term goals that you can realistically achieve in the short term.

**Action 2.5:** *define a work plan, with both longer-term goals, and realistic short-term actions which move you in this direction.*

## 2.3. Mobilising the field

One of the key strengths of libraries in any advocacy effort is our reach. There are millions of libraries worldwide, meaning that our institutions are present in a large share of cities, towns and villages.

This opens up the possibility to provide stories of how libraries contribute to development at all levels – including in the hometowns of key decision-makers for example. Moreover, it also means that we have the potential to advocate at all levels, from town halls to national capitals.

Finally, unlike lobbyists, libraries are involved in practical work to deliver development. We can also work to raise awareness of the SDGs through our programming and even simply through displays and sharing information.

These characteristics of libraries offers a strength that major corporate players, with one big headquarters, do not have. The challenge then is to do all we can to realise this potential by mobilising the field. In doing this, it is worth thinking about achievable actions – ones that allow people to become engaged without needing to commit more time than they have available.

***Action 3.1:*** think about how you can best inform the field about the Sustainable Development Goals, and why they matter.

***Action 3.2:*** think about simple actions that libraries in your country could take to show their engagement and to raise awareness of the SDGs among their populations.

***Action 3.3:*** think about simple ways in which libraries can support advocacy efforts, for example through model letters, or providing evidence to help your campaigning.

Once you have a good network of people interested and engaged in your work, you may want to think about how to coordinate their efforts. Be aware, of course, not to ask for too much!

For example, it may be useful to know where involved people are, in case there is a need to advocate with a politician who comes from a particular town or region.

***Action 3.4:*** map out where you have engaged and active people who can contribute to your advocacy work. Identify gaps in coverage (for example, are there major cities, regions or states which are missing?), and think about how you can fill them.

## 2.4. Gathering evidence

At the heart of effective advocacy is evidence that backs up your arguments. For libraries in particular, given our focus on the value of information and accuracy, this is particularly important.

Evidence can take many forms of course, from simple anecdotes to fully evaluated studies and comprehensive data. Different types of evidence will work in different formats or with different people as well. For example, for some decision-makers, an anecdote from their home town will be more powerful than a national-level statistical analysis. However, the opposite will be true elsewhere.

**Action 4.1:** *write down examples and stories from your own experience showing how libraries contribute to delivering on the SDGs.*

**Action 4.2:** *identify where you may have gaps in terms of your coverage of the SDGs – and in particular those that you see as being most important in your country.*

Once you have a core collection of stories, you can think about how to present these most effectively, in order to appeal to different audiences. There are some great tips in IFLA's Storytelling Manual<sup>27</sup>.

You may also have data on IFLA's Library Map of the World which you could draw on as well, or a country profile. These can help you both with building the credibility of your examples, and in making an argument. IFLA's Library Stat of the Week series looked at the conclusions you can draw by looking at library data at the international level<sup>28</sup>.

**Action 4.3:** *think about how to present the evidence you have. Can you develop short and longer versions of stories? Can you bring your stories together in a single publication or website? Can you illustrate them effectively, or even produce videos or audio content?*<sup>29</sup>

**Action 4.4:** *look at the data you have available about libraries, their services and their use. How can you draw on this to strengthen your stories and evidence? Can you draw on international evidence?*

Once you have collected stories, you can think about posting these to IFLA's Library Map of the World, as SDG Stories. This gives additional profile to your work, and of course allows others to draw on your evidence

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<sup>27</sup> <https://librarymap.ifla.org/storytelling-manual>

<sup>28</sup> <https://blogs.ifla.org/lpa/tag/librarystatoftheweek/>

<sup>29</sup> See examples from library associations and libraries around the world:  
<https://www.ifla.org/publications/node/91709>



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in their advocacy. In turn, you can draw on international examples to strengthen your arguments.

**Action 4.5:** *think about submitting your best stories to the IFLA Library Map of the World and consider how international examples can help you advocate more effectively.*

## 2.5. Communications

Communications are at the heart of advocacy. Being able to define your message effectively, and identify and use the most effective means to transmit it, is crucial to changing people's minds, and motivating them to act in favour of libraries.

A first key step then is to be able to work out what it is that you want to say. Don't forget that the people you are talking to may not be able to remember something complicated, so keeping things simple is important. You will also gain by having a clear message as a basis for everything else that you do.

**Action 5.1:** *define your message in as short a sentence as possible. You can test it on friends or colleagues to see if it is clear and memorable.*

In your communications work, you will also need to think about who you are focusing on. One target will be policymakers, who in general will be busy people. They may also have personal preferences and priorities, and of course be more willing to hear about solutions than problems. They will also be operating at different levels – some with power, some only trying to influence it through their role as parliamentarians.

However, politicians are not your only audience. Many decisions will be taken by officials, and so you should be ready to talk with them too.

Sometimes, you can have most impact by focusing on the people who then influence politicians. Journalists, commentators, think tanks, other civil society organisations – and of course voters themselves – are all potentially important!

**Action 5.2:** *think about who you is in your target group. Start realistically, focusing on one or two people, and then expand as you build experience. In each case, identify what you think your target's priorities, motivations and interests are. Use your understanding of the landscape in this (Action 1).*

**Action 5.3:** *based on your understanding of your target's interests, think about how you may want to modify your message in order to make it most effective?*

As highlighted, alongside the content of the message you give, the medium can also make a difference. Different media – and social media – channels can provide ways of reaching different groups. So too can the use of hashtags and similar in order to help people who may be interested in your message find it. Don't forget the power of more traditional tools – even physical letters can sometimes prove more powerful – and easier to remember – than an e-mail or link.

**Action 5.4:** *think about which communications tools and formats will help you reach your target audience most effectively? What do you need to use them effectively, both in terms of writing, design, and technical capacity?*

**Action 5.5:** *as you develop capacity, and can start to work with different target groups, ensure that you have a full set of communications tools that you can use depending on the circumstances, for example in response to events.*

You will also want to think about ways in which you can understand how effective your communications have been. This can allow you to make your messages and tools stronger. Options for doing this can range from simply asking for feedback from trusted partners, social media metrics, or looking out for references to your messages in newspapers or other sources.

**Action 5.6:** *think about how you can measure the impact of your communications work, and use the information gathered to improve your approach.*

## **2.6. Building relations with decision-makers**

Effective communications are a great way of getting recognised, and building a positive impression of libraries, as well as a desire to act to include them in national development plans.

In parallel with this, however, it is important to try to build up more direct relationships with decision-makers. Such connections offer possibilities to have a more direct influence on policy, and even to develop a more privileged position, for example by joining advisory groups or networks, or hearing before others when there are opportunities to shape policy making.

Many library associations and other groups of libraries will already work to have a good relationship with the relevant minister, state secretary or senior official responsible for libraries. Many of the lessons of how you manage such relationships will apply here, although of course the person responsible for the SDGs is likely to have many other stakeholders to work with.

A first stage is to establish contact. This can require some research work, but this can be worth it in order to ensure that the decision-maker can see that you have done your work, and that you are serious.

**Action 6.1:** *try to find contact details for the most important individuals you have identified under Action 1. It may be possible to find these through websites or directories. Alternatively, use a search engine to try different options. You can also try phoning up the ministry or agency in order to get an e-mail address you can use.*

**Action 6.2:** *As in Action 5.2, carry out your background research. What are the priorities and interests of the person with whom you want to build up relationship? Are there speeches or articles that they have written or delivered? Where do they come from (and can you tell stories about the work of libraries in their home town?)*

The first meeting is an important opportunity to build support and try to impress decision-makers. You should assume that you need to make an impression relatively quickly, and so getting your introduction right is important. The same applies if you are using an event or other opportunity to be in contact for the first time.

Importantly, you want to ensure that the first meeting is not the last. You should do what you can to help the decision-maker remember you, see you as a valuable partner and stakeholder, and ideally invite you back!

**Action 6.3:** *seek a meeting with the decision-maker, or identify an event at which they will be present, and where you may be able to talk to them. You could also consider inviting them to a library – this can be a great way to back up your message with examples of how libraries are delivering on the SDGs in reality.*

**Action 6.4:** *decide how you are going to manage the meeting. If there is more than one of you, decide how you want to divide roles. In particular, practice the first minutes of your argument to the decision-maker.*

**Action 6.5:** *think about what you want to ask the decision-maker to do. Unless there is a real and urgent need for action, try to make this something relatively easy, rather than appearing demanding at your first*

*meeting. For example, you can ask to be invited to consultations or to stakeholder advisory groups on the SDGs, or to be put in contact with someone). In turn, make sure to ask the decision maker if there is something you can do for them.*

**Action 6.6:** *follow up! Decision-makers are likely to have lots of meetings, and rapidly forget about any individual one. Make sure that you write to thank the decision-maker for the meeting, potentially sharing additional materials, or even souvenirs or something to make sure they remind you. You can also, of course, invite the decision-maker to visit libraries to see your work first-hand.*

Once you have a connection with a decision-maker – or decision-makers – then you should work to continue deepen the relationship. For example, you can try to hold meetings on a regular basis – at least annually, maybe more frequently. You can invite them to your library conference or other events, in order to provide further opportunities to talk. In time, you may be able to build up a more personal link, which will open up new possibilities to be engaged in decisions about SDG implementation.

**Action 6.7:** *find ways to turn your first connections into a longer-term relationship of trust, for example through regular contacts, information sharing and even invitations to library events.*

## **2.7. Building advocacy partnerships**

As highlighted in Action 5, it isn't just decision-makers who you should consider when developing your advocacy around the SDGs. Sometimes, the best way to influence decisions is by working with others. Indeed, the most powerful advocates for libraries can often be non-librarians!

Libraries benefit from a generally good reputation with others, and so you may well find good examples of people who are sympathetic, and ready to help.

Such partnerships can also be a great way of increasing your reach and the impact of your message. This can help both in your work around the SDGs, and in your broader advocacy work.

A first step is to map out which potential partners you could have. You can draw on your own experience of which organisations and sectors work already with libraries, or think about others with a connection to libraries – or who are working in a similar space – for example authors.

There are also international organisations, like IFLA, which are active at the UN but which also have members at the national level<sup>30</sup>.

**Action 7.1:** *make a list of potential partners with whom you could work on different parts of your agenda. Note down which parts of your arguments they may agree with most (i.e. education organisations may support work on early-childhood literacy, while public health organisations may support library work on health literacy). Try to get contact details.*

You do not need only to look at civil society organisations as well. Journalists or media can be really useful in getting a platform. Don't forget, also, to see if there is a UN office in your country – they will likely be keen to support anyone working to promote the SDGs and their achievement.

**Action 7.2:** *look at the main news sources in your country. Do they have journalists or commentators who talk about libraries or library-related issues? What about leads on SDG-related issues? Try to identify their contact details.*

**Action 7.3:** *look at the list of UN offices and representations (including UN Information Centres<sup>31</sup>) in your country<sup>32</sup>. You may also want to look at regional UNESCO offices working on questions around access to information<sup>33</sup>. Identify the details of the person in charge, as well as anyone working in areas related to libraries.*

Once you have identified contacts for potential partners, you should think about how to engage with them. You will need to use some of the approaches highlighted in Action 6, in particular thinking about how you can convince the potential partner to support you, and what it is that you are asking them to do.

**Action 7.4:** *try to set up meetings with potential partners. Bear in mind what you have learnt about the overall policy landscape around the SDGs (see Action 1) in establishing timings and topics for the meeting. If you can, share attractive communications materials in order to make the partner interested.*

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<sup>30</sup> For example, see the members of the TAP (Transparency, Accountability and Participation) Network, <https://tapnetwork2030.org/members/>, or look at who your local members of the Culture2030Goal network are: <http://culture2030goal.net/>

<sup>31</sup> <http://unic.un.org>

<sup>32</sup> You can find out which agencies are active in your country from this page: <https://unsdg.un.org/un-in-action/country-level>

<sup>33</sup> See contacts on p9 onwards of this list: [https://en.unesco.org/sites/default/files/ci\\_whoswho\\_en.pdf](https://en.unesco.org/sites/default/files/ci_whoswho_en.pdf)

**Action 7.5:** *before the meeting itself, make sure you have a clear goal and ‘ask’, as well as a clear set of arguments for why the partner should work with you. In the case of journalists, you could show that libraries are a great source of stories that they can talk about. In the case of civil society organisations, you may be able to support them. In the case of UN Offices, you can offer opportunities for them to promote the SDGs more widely. Use some of the tips for meeting with decision-makers from Action 6.*

## 2.8. Evaluation of Advocacy

Across your work on advocacy around the SDGs, it is always helpful to take the time to assess how successful you have been.

A first step is of course to draw on your own experience. Have you carried out efforts to advocate for libraries in the past? Did they work, and what did you learn about the most or the least effective tools and methods? You can also draw on the experience of others here.

**Action 8.1:** *brainstorm within your group or association about your previous experiences of advocacy. What has worked and what has not? Can you draw any lessons for this that could help you in your work with the SDGs?*

**Action 8.2:** *carry out this same exercise for other major actions that you undertake, drawing on everyone’s experience to evaluate how effective different approaches are. You can use what you learn from this to adjust your future work plans. For example, think about whether a meeting or event went well, or whether a communications plan was effective. You can also use a similar approach to thinking about how you are organising your own work.*

As set out earlier, the long-term goal for the work is to ensure that libraries are recognised and supported as partners for development, by encouraging their inclusion in national development plans. You can measure success by identifying references in documents and making a judgement as to how significant these are, and of course aim for more.

In addition, as highlighted in Action 2.5, you should also think of shorter-term goals, which can be realistically achieved in the coming weeks and months. These should align with your longer term goal, and should also be measurable.

**Action 8.3:** *for each of your short-term goals, define how you will measure success. If you choose an indicator (number of references in newspapers, number of contacts with government ministries or agencies), make sure*

*you also identify your starting point – that way you can tell better whether things have changed.*

## 3. Available Tools

IFLA works to produce a range of tools to help you advocate for libraries in the context of the SDGs.

### 3.1. Library Map of the World

A great tool for your advocacy around the SDGs is IFLA's Library Map of the World<sup>34</sup>. This has three major dimensions that can help you in your work.

First of all, the Library Map of the World brings together data about the library field, its services, and use. This allows you to back up your arguments with numbers, which can boost your credibility. For example, it is easier to talk about the role of libraires in supporting connectivity and digital literacy when you can say how many libraries are offering internet access.

This data has also allowed IFLA to carry out analyses, looking at correlations between the strength of the library field and its use, and other indicators of development, such as around education, development or beyond. You can find the results of this in our Library Stat of the Week series<sup>35</sup>.

Secondly, the Library Map of the World hosts a growing selection of SDG Stories<sup>36</sup>, which highlight evaluated examples of libraries delivering on different Goals. These provide great evidence that you can use in your advocacy, demonstrating the potential of libraries across the board.

If you have a story to tell, please consider submitting this. Having your example featured on the Library Map of the World can of course increase the profile of work of libraries in your country. There is plenty of guidance about how to prepare stories, not least through our Storytelling Manual<sup>37</sup>.

Finally, the Map includes Country Pages<sup>38</sup>. These offer an overview of libraries and their priorities in each country, providing not only relevant

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<sup>34</sup> <https://librarymap.ifla.org/>

<sup>35</sup> <https://blogs.ifla.org/lpa/tag/librariystatoftheweek/>

<sup>36</sup> <https://librarymap.ifla.org/stories>

<sup>37</sup> <https://librarymap.ifla.org/storytelling-manual>

<sup>38</sup> <https://librarymap.ifla.org/countries>

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data and information sources, but also highlighting successes and engagement in key policy processes.

## 3.2. DA2I report

In line with a commitment made in the 2014 Lyon Declaration, we are happy to be working with the Technology & Social Change Group (TASCHA) at the University of Washington Information School, to create the Development and Access to Information report<sup>39</sup>.

This provides, every two years, an overview of progress towards delivering on access to information. It does this through reviewing performance at the global, regional and national levels on a basket of indicators, and expert inputs on specific SDGs where libraries and information can make a difference. So far, we have dedicated chapters considering SDGs 2, 3, 4, 5, 8, 9, 10, 13 and 16.

In addition, the DA2I Dashboard<sup>40</sup>, created by TASCHA, allows you to look in more depth at trends over time on the indicators for each country. IFLA has prepared DA2I Country Analyses<sup>41</sup> for a number of countries, allowing you to compare performance across the basket of indicators.

The DA2I report – and supporting materials – are a tool for national, regional and global advocacy initiatives related to access to information and libraries. See also our handbook on how to use the DA2I Report<sup>42</sup>.

## 3.3. Briefings and Materials

IFLA has also produced a wide variety of articles, briefings and other materials in order to support you in your advocacy. These provide evidence and arguments to which you can refer, as well as guidance on how to engage in different processes.

For example, you can find materials about how libraries contribute to employment and entrepreneurship<sup>43</sup>, peace<sup>44</sup>, support for refugees<sup>45</sup>, access to justice<sup>46</sup>, gender equality<sup>47</sup>, and open government<sup>48</sup>. Look at our

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<sup>39</sup> <https://DA2I.ifla.org/>

<sup>40</sup> <https://da2i-dashboards.org/>

<sup>41</sup> <https://da2i.ifla.org/country-analyses/>

<sup>42</sup> <https://da2i.ifla.org/wp-content/uploads/da2i-2019-toolkit.pdf>

<sup>43</sup> <https://www.ifla.org/publications/node/91970>

<sup>44</sup> <https://www.ifla.org/publications/node/81664>

<sup>45</sup> <https://www.ifla.org/publications/node/59297>

<sup>46</sup> <https://www.ifla.org/publications/node/93072>

<sup>47</sup> <https://www.ifla.org/publications/node/92944>

<sup>48</sup> <https://www.ifla.org/publications/node/93125>



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Libraries and Development publications page<sup>49</sup> to find more resources that can help you in our work.

Finally, in Annex 2 of this document, there is a further list of examples that you can use in your advocacy.

### **3.4. Communications Materials**

IFLA has also produced some communications tools to help libraries. Our brochure – Access and Opportunity for All: How Libraries Contribute to the United Nations 2030 Agenda<sup>50</sup> – provides a great starting point for talking about the contribution of libraries to development. We are happy to share the file and text in order to help you develop your own materials.

Building on this – or of course your own ideas – you can create brochures focused on examples from your own country or context. You can find links to materials created by libraries and library associations around the world on the IFLA website<sup>51</sup>.

We also have a poster – ‘This Library Supports the SDGs’<sup>52</sup> – translated into a number of different languages. IFLA is happy to produce new versions of this in other languages, if translations can be provided.

In addition, a further infographic<sup>53</sup> sets out all of the different SDG targets which refer, explicitly or implicitly, to access to information development in its different dimensions (connectivity, skills, content and rights).

There are also postcards<sup>54</sup> linked to our DA2I report which can be printed and handed out, or used on social media.

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<sup>49</sup> <https://www.ifla.org/publications/7409>

<sup>50</sup> [Access and Opportunity for All: How Libraries Contribute to the United Nations 2030 Agenda](https://www.ifla.org/publications/node/91709)

<sup>51</sup> <https://www.ifla.org/publications/node/91709>

<sup>52</sup> <https://www.ifla.org/publications/node/91777>

<sup>53</sup> <https://www.ifla.org/publications/node/91780>

<sup>54</sup> <https://da2i.ifla.org/resources/>

## **Appendix 1: Sample letter: Library Associations to contact policymakers**

YOUR ORGANISATION'S LETTERHEAD/LOGO HERE

Name of Minister

Address

Date

Dear (name of Minister or their advisor),

Around the world, public access to information enables people to make informed decisions that can improve their lives. Communities that have timely and equitable access to relevant information are better positioned to eradicate poverty and inequality, improve agriculture, provide quality education, and support people's health, culture, research, and innovation.

Libraries guarantee access to information — a cross-cutting target that supports all Sustainable Development Goals (SDGs).

The knowledge society is about more than Internet connections. Worldwide, over 430 000 public and community libraries and more than two million parliamentary, national, university, science and research, school, and special libraries ensure that information and the skills to use it are available to everyone – making them critical institutions for all in the digital age.

Libraries provide information and communication technology (ICT) infrastructure, help people develop the capacity to effectively use information, and preserve information to ensure ongoing access for future generations. They provide an established, trusted network of local institutions that effectively reach new and marginalised populations.

In our country, **[Library association to add one good example of how libraries in their country support one of the Goals/Targets of the SDGs]**

In summary, libraries are ready to support implementation of the 2030 Agenda.

We are therefore writing to seek a meeting with you to discuss how access to information and libraries can contribute to achieving the Sustainable Development Goals in our country. We are available to meet you at your earliest opportunity and hope to stay in contact as the Goals are implemented.

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Yours sincerely,

Your Signature

Your typed name

Your role/title

Your organisation, or organisations if multiple organisations are signing  
the letter

## Appendix 2: How libraries help achieve the 17 Sustainable Development Goals

More examples and talking points for each Goal are available in the booklet and handout "*Access and Opportunity for All: How Libraries contribute to the United Nations 2030 Agenda*"<sup>55</sup>.

Goal	Library example
1. No Poverty	<b>Slovenia:</b> The Ljubljana City Library hosts an Employment Information Service (EIS) <sup>56</sup> which helps around 1200 people a year, many of whom are homeless or receiving social benefits, to find a job. The library provides media and information literacy skills and helps them develop their resumes and apply for jobs. As many homeless patrons of the library suffer from drug abuse, the library works closely with the Centre for the Prevention and Treatment of Drug Addiction at the University Hospital of Psychiatry in Ljubljana to support rehabilitation, reintegration and social inclusion.
2. No Hunger	<b>Romania:</b> Librarians trained by Biblionet <sup>57</sup> helped 100,000 farmers get US \$187 million in subsidies via new Internet and computer services in 2011-2012. The 1,000+ librarians who participated in training decided to bring the services to their libraries together with local mayors. Most of the mayors understood that this service is in the farmers' interest. The programme helped farmers learn how to use the technology in libraries to access financial forms and submit them to the government, saving time and money.
3. Good Health	<b>Uganda:</b> Health and medical practitioners in rural Uganda still face challenges in accessing basic information needed to ensure quality health care. The Uganda Health Information Digest published by the Makerere University library repackages scholarly information in print format for health workers who cannot access the information online. The Digest

<sup>55</sup> <http://www.ifla.org/publications/node/10546>

<sup>56</sup> <http://eng.mklj.si/index.php/special-services/item/1140-the-employment-information-service>

<sup>57</sup> IREX (2013), Librarians, Internet Improve Farmers' Livelihoods in Romania  
<http://www.irex.org/news/librarians-internet-improve-farmers%E2%80%99-livelihoods-romania>

	includes abstracts on topical disease and health issues. It is distributed to over 1500 health units including hospitals, health centres, dispensaries, health related NGOs, district medical offices, all district health and social services committees and Members of Parliament. The Digest is one of the few sources of up-to-date information in remote areas during outbreaks of disease such as Hepatitis. <sup>58</sup>
4. Quality Education	<b>Sweden:</b> Malmö City Library works to overcome the digital divide and encourage social inclusion and sustainability. The library's Learning Centre offers courses called "Get Started!", where digitally inexperienced users learn how to open email accounts, get better acquainted with the Internet and adjust privacy settings. The library has many immigrant visitors, especially unaccompanied minors who can access tools designed to improve literacy and help them with their homework. <sup>59</sup>
5. Gender Equality	<b>Nepal:</b> READ Information and Resource Centre's Capacity-building Initiative helps women and girls gain insight into their lives. The empowerment programme includes seminars and workshops on women's rights, gender equality, health, violence against women and other issues. The library encourages women to sign up for the women's group, which meets once a month in a separate section of the library where the women feel free to speak their minds. Practical courses include literacy and numeracy, English language, ICT, entrepreneurship skills and hands-on classes in making goods for sale. <sup>60</sup>
6. Clean Water and Sanitation	<b>Honduras:</b> San Juan Planes Community Library plays a central role in bringing safe drinking water to the entire community via a water treatment project they established in the town's central square <sup>61</sup>
7. Clean Energy	<b>United Kingdom:</b> At libraries in Croydon, Derby and other cities across the UK, users are able to borrow energy monitors to

<sup>58</sup> <http://library.ifla.org/868/>

<sup>59</sup> <http://malmo.se/larcentrum>

<sup>60</sup> <http://www.eifl.net/eifl-in-action/empowering-women-and-girls-innovation-award>

<sup>61</sup> Beyond Access MDGs report [http://beyondaccess.net/wp-content/uploads/2013/07/Beyond-Access\\_MDG-Report\\_EN.pdf](http://beyondaccess.net/wp-content/uploads/2013/07/Beyond-Access_MDG-Report_EN.pdf)

	find out which electrical appliances use a lot of energy, enabling people to change and reduce their energy use. <sup>62</sup>
8. Good Jobs and Economic Growth	<b>Europe:</b> 250,000 people find jobs through their public library in the European Union each year <sup>63</sup> . Public access to ICT and skills enables people to apply for jobs, as the application process for all jobs has moved online.
9. Innovation and Infrastructure	<b>Latvia:</b> For every dollar invested in public libraries in Latvia from 2008-2010, nearly \$2 in value (direct and indirect) was created. The return on investment of computer and Internet use in public libraries was even higher, returning more than <b>\$3 for every dollar invested.</b> <sup>64</sup>
10. Reduced Inequalities	<b>Mongolia:</b> Most of Mongolia's 15,000 blind and low vision people are unemployed. In 2010, Ulaanbaatar Public Library (UPL) and the Mongolian National Federation of the Blind built two recording studios to create talking books in digital DAISY format that has increased the amount of accessible materials, and opened up new worlds of learning for visually impaired people. The Mongolian Libraries Consortium (MLC) advocated for adoption of the Marrakesh Treaty (2013) to facilitate access to published works for persons with print disabilities, the parliament voted to ratify the Marrakesh Treaty in July 2015. <sup>65</sup>
11. Sustainable Cities and Communities	<b>Mali:</b> In 2013, armed groups occupied Northern Mali and Timbuktu, a city famous for its cultural heritage and its vast amount of public and private libraries with invaluable documentary heritage. To safeguard the manuscripts during the occupation, volunteers smuggled them into safety to Bamako with the help of international support. The manuscripts have since

<sup>62</sup> <http://www.croydonlibraries.com/library-services/cut-energy-bills>

<sup>63</sup> Public Libraries 2020 (2014) See the numbers

<http://www.publiclibraries2020.eu/content/see-numbers>

<sup>64</sup> <http://www.kis.gov.lv/download/Economic%20value%20and%20impact%20of%20public%20libraries%20in%20Latvia.pdf>

<sup>65</sup> <http://www.eifl.net/eifl-in-action/right-read>; <http://www.eifl.net/news/mongolia-votes-ratify-marrakesh-treaty-persons-print-disabilities>;  
[http://www.eifl.net/sites/default/files/vip\\_mongolia.pdf](http://www.eifl.net/sites/default/files/vip_mongolia.pdf); <http://02old.eifl.net/ulaanbaatar-city-public-library-mongolia>; <http://www.eifl.net/news/mongolia-library-success-sparks-law-change>; <https://www.flickr.com/photos/eifl/6102628375/in/album-72157641310335394/>; <https://www.flickr.com/photos/eifl/6103174082/in/album-72157641310335394/>

	been kept in the capital and are undergoing restoration and digitisation work. Libraries have been at the forefront of evacuating and preserving the unique heritage of Mali. <sup>66</sup>
12. Responsible Consumption	<b>United Kingdom:</b> At libraries in Croydon, Derby and other cities across the UK, users are able to borrow energy monitors to find out which electrical appliances use a lot of energy enabling people to actively change and reduce their energy use. <sup>67</sup>
13. Protect the Planet	<b>United States:</b> The Environmental Health Student Portal, a product of the National Library of Medicine (NLM), National Institutes of Health (NIH), provides a safe and useful resource for students and teachers in grades 6 – 8 to learn how the environment can impact our health. The Web site explores topics such as water pollution, climate change, air pollution, and chemicals. <sup>68</sup>
14. Life Below Water	<b>Indonesia:</b> The National Library of Indonesia has an important role in increasing the level of education and literacy for the population spread amongst thousands of islands where education is harder to access – many library services are provided by boat.
15. Life on Land	<b>United States:</b> "The <b>Biodiversity Heritage Library</b> (BHL) is an ongoing open access digital library for biodiversity literature. BHL's collection includes more than 46 million pages from over 160,000 volumes of biodiversity literature published from the 15th-21st centuries in over 40 languages. Scientists around the world are using the data to identify new species, map population and ecosystem declines, and inform future climate change models. Such data can be used to inform policies related to conservation, sustainable development, and responsible resource management. <sup>69</sup>
16. Peace, Justice and Strong Institutions	<b>Moldova:</b> Libraries are contributing to Open Government Partnership (OGP) action plans, a platform between government, civil society and business to drive commitments to open government and accountability. Librarians attend civil society meetings to help develop the country's national

<sup>66</sup> <http://www.unesco.org/new/en/culture/themes/armed-conflict-and-heritage/emergency-actions/mali/>

<sup>67</sup> <http://www.croydonlibraries.com/library-services/cut-energy-bills>.

<sup>68</sup> <http://kidsenvirohealth.nlm.nih.gov/generic/9/about>

<sup>69</sup> <http://biodivlib.wikispaces.com/>

	action plan, and to include the role of libraries as a supporter of access to information.
17. Partnership for the Goals	<b>International:</b> The World Bank Group Library provides staff and the global community with access to relevant information & services to foster knowledge transfer, good governance through transparency and accountability initiatives and economic development to bring about shared growth and prosperity worldwide in line with the World Bank Group strategy to end extreme poverty by 2030 and foster income growth of the bottom 40% of the population in every country <sup>70</sup> .

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<sup>70</sup> <http://documents.worldbank.org/curated/en/2013/10/18372588/world-bank-group-strategy-vol-2-2-final-report>