



International Federation of
Library Associations and Institutions

Toolkit: Libraries and the UN post-2015 development agenda

IFLA Action for Development through Libraries programme; with contributions from
IFLA Post-2015 Working Group

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1 How to use this toolkit

Libraries make an important contribution to development. The purpose of this toolkit is to support library institutions and associations and other civil society organisations to advocate at the national and regional level for the inclusion of access to information as part of the UN post-2015 development agenda.

The timeline until the final post-2015 goals are decided is short. If libraries are to be part of the discussion, **action needs to be taken now** and until September 2015.

Our objective is that on 1 January 2016, libraries will be ready to support implementation of the new development agenda, and that governments will be seeking libraries' involvement.

Take Action

IFLA, the International Federation of Library Associations and Institutions, invites all library associations and institutions to take action by:

- Organizing meetings with Member State representatives, who will be negotiating the goals and targets for the UN post-2015 development agenda;
- Contacting development agencies, media organisations, gender, ICT and education campaigners to sign on to the [*Lyon Declaration on Access to Information and Development*](#).

IFLA calls on all of its members, and the broader library and information community, to use the resources in this toolkit to:

- Understand the UN post-2015 development agenda processes, and IFLA's work at the international level;
- Organise meetings to advocate for the role of libraries within access to information using the *Lyon Declaration on Access to Information and Development* as a tool;
- Identify other opportunities to engage with decision-makers at national and regional levels, demonstrating the contribution of libraries and information to national development across a range of goals including education, health, and sustainability;
- Make plans for follow-up activities to support implementation of the post-2015 goals.

We want UN Member State representatives to hear the views of libraries and bring these messages back to the floor in UN meetings and negotiations. If many Member States present the same message, our voice will be strong.

1.1 Post-2015 checklist

Understand:

- ☑ The post-2015 development agenda and IFLA's position on access to information

Take action:

- ☑ Sign on to the *Lyon Declaration on Access to Information and Development*

Organise meetings from October 2014-September 2015:

- ☑ Decide who should attend meetings with Member State representatives
- ☑ Identify who are the Member State representatives and decision makers in your country on the post-2015 development agenda
- ☑ Clarify and confirm the library position, if working in coalition
- ☑ Write letter to Member State representatives requesting a meeting (template: [Appendix 1](#))
- ☑ Plan and attend meetings with Member State representatives and keep IFLA informed of outcomes (talking points and tools: [Appendix 2](#) and [3](#))
- ☑ Request follow-up meetings or prepare reports and briefings as needed until September 2015

Help implement the post-2015 goals from 1 January 2016:

- ☑ Prepare national library strategy for access to information from January 2016 onwards
- ☑ Write a letter to Member State representatives requesting a meeting to discuss national development plans
- ☑ Attend meetings with Member State representatives and keep IFLA and regional colleagues informed of outcomes

1.2 Definitions

ALP: IFLA Action for Development through Libraries Programme

IFLA: International Federation of Library Associations and Institutions

Member State: A member state is a sovereign state that is a member of an international organisation. There are 193 United Nations (UN) member states, who are also members of the United Nations General Assembly¹.

MDG: Millennium Development Goals, commenced in 2000 and due to complete in 2015

OWG: Open Working Group on Sustainable Development Goals, the group of Member States that is working on the SDGs. Civil Society and UN Major Groups have had the opportunity to contribute to the Group's meetings.

SDG: Outcome of the Rio+20 Conference, to launch a process to develop a set of Sustainable Development Goals (SDGs), that build on the Millennium Development Goals and converge with the post 2015 development agenda²

UN: United Nations

¹ United Nations Member State Missions – contact addresses www.un.org/en/members

² Sustainable Development Knowledge Platform (2013) Sustainable development goals <http://sustainabledevelopment.un.org/?menu=1300>

2 The UN post-2015 development agenda

The United Nations is presently reviewing the Millennium Development Goals (MDGs) so that it can prepare a new development framework for the post-2015 period. The framework will guide all countries in improving living conditions for their people. There are several parts to this process:

- High Level Panel of Eminent Persons (HLP) report, June 2013³;
- Sustainable Development Goals (SDGs⁴) developed by the SDG Open Working Group (OWG), September 2014;
- The report of the Expert Committee on Financing, September 2014;
- The report from the Expert Committee on the Data Revolution, by end 2014;
- The UN Secretary General's synthesis report considering all post-2015 processes and inputs, due by the end of 2014.

Concurrently, the UN is reviewing the World Summit on the Information Society Process⁵ (WSIS) to reflect upon its impact and to produce recommendations on WSIS beyond 2015 to the UN Secretary General in September 2015. It is currently thought that the WSIS recommendations will contribute to the Secretary General's thinking regarding any new development framework.

All of the moving parts will feed into UN Member State negotiations starting in September 2014. The negotiations will proceed during the period September 2014 – September 2015 and will lead to an agreement on a new framework to be implemented from 1 January 2016.

The post-2015 dialogue is seen as an opportunity to develop a practical agenda to ensure the principle 'leaving no one behind' translates into real changes to deliver essential services to those in poverty.

2.1 Timeline

November-December 2014: UN Secretary-General's Synthesis Report to be released;
January-March 2015: Key time to hold meetings with Member State representatives;
September 2015: Member States attend UN General Assembly. National consultations end;
September-December 2015: Post-2015 development summit is held to endorse new framework;
1 January 2016: New development framework published.

³ IFLA (2013), IFLA and other access to information campaigners welcome UN development report www.ifla.org/node/7720

⁴ Sustainable Development Knowledge Platform (2014), Sustainable Development Goals, <http://sustainabledevelopment.un.org/index.php?menu=1300>

⁵ IFLA (2013), What is the World Summit on the Information Society? www.ifla.org/node/7414

2.2 What will the post-2015 agenda look like? Goals and targets

The post-2015 development agenda is expected to consist of **goals** and **targets** under the heading of Sustainable Development Goals. The MDG's had eight international development goals, for instance, with a limited number of targets under each goal. 17 SDG goal areas are currently under discussion, and examples of the contribution libraries make to selected goals are included in Appendix 2.

IFLA and its coalition partners are focusing advocacy efforts on **targets** in the post-2015 framework where there is the opportunity for more specific text on access to information and culture.

The OWG defines goals and targets as⁶:

Goal: expresses an ambitious, specific and actionable commitment. Limited in number. Global in nature and universally applicable to all.

Target: Specific, measurable objective whose attainment will contribute in major way to achieving one or more goals.

2.3 Millennium Development Goals – background

The current UN development agenda is centred on the Millennium Development Goals (MDGs) that were officially established following the Millennium Summit of the UN in 2000. The MDGs encapsulate eight globally agreed goals in the areas of poverty alleviation, education, gender equality and empowerment of women, child and maternal health, environmental sustainability, reducing HIV/AIDS and communicable diseases, and building a global partnership for development. The MDG's overall target date is 2015.

2.4 Why libraries are important for development

Libraries strongly support broader development targets on access to information. Libraries are the institutions in society that assist people to exercise their right to information, and safeguard and provide access to cultural heritage. The growth of libraries in an evolving information and cultural environment is essential, as key stakeholders providing access to information, education and research and social participation.

As all libraries actively support development, all libraries have a stake in the agenda.

Libraries:

- Support people to make informed decisions through access to information, skills, media and information literacy, and digital literacy;
- Secure cultural heritage for current and future generations;
- Support governments, civil society, and local communities to achieve development goals;
- Support creators and provide a rich foundation for new forms of creativity.

⁶ Open Working Group on SDGs (2014), A definitional note on goals and targets.
<http://sustainabledevelopment.un.org/content/documents/7417presentation.pdf>

To continue to fulfil these objectives, libraries need:

- Sufficient funding to provide quality services, and trained staff;
- To be included in policymaking for open government, access to information, and culture;
- Access to a diversity of information for their patrons, spanning all media in all formats;
- The freedom to provide access for all, in line with Article 19 of the UN Declaration of Human Rights.

2.5 What IFLA wants from the post-2015 development agenda

2.5.1 Access to information and development

As the United Nations reflects on the future of global development and the post-2015 agenda, access to information must be recognised as critical to supporting governments to achieve development goals, and enabling citizens to make informed decisions to improve their own lives. IFLA believes that high-quality library and information services help guarantee that access⁷.

IFLA believes that increasing access to information and knowledge across society, assisted by the availability of information and communications technologies (ICTs), supports sustainable development and improves people's lives.

IFLA, its partners, and signatories of the *Lyon Declaration on Access to Information and Development* call upon the Member States of the United Nations to make an international commitment to use the post-2015 development agenda to ensure that everyone has access to, and is able to understand, use and share the information that is necessary to promote sustainable development and democratic societies.

Specifically, this means that IFLA wants to see access to information as a target in the post-2015 development agenda.

What action is IFLA taking to advance this position?

Through UN agency sessions, the WSIS+10 review process, and Member State consultations, IFLA is engaged with its members, civil society and the development community to advocate for access to information to be included in the post-2015 development agenda. IFLA is working in coalition on this action with organisations including Article 19, Development Initiatives, CIVICUS and Beyond Access⁸.

IFLA Action for Development through Libraries programme (ALP) oversees IFLA's work on the UN post-2015 agenda within its larger remit of capacity building and highlighting the contribution libraries make to development. ALP will support the library community and IFLA's professional units to implement this strategy, and to utilise the *Lyon Declaration on Access to Information and Development* as an advocacy tool. In addition, IFLA ALP will coordinate events and participation with meetings at the UN in New York, international consultations, and joint statements with coalition partners.

⁷ IFLA (2008), IFLA Statutes www.ifla.org/statutes

⁸ Article 19: www.article19.org ; Development Initiatives: <http://devinit.org> ; CIVICUS: <http://civicus.org> ; Beyond Access: <http://beyondaccess.net>

2.5.2 Culture and development

Culture, understood as an ensemble of values, traditions, tangible and intangible heritage, religious beliefs, worldviews and the expressions of culture in ways of living – can facilitate the achievement of development goals⁹ by supporting social inclusion, resilience, innovation and local knowledge. In libraries, culture is supported through literacy, locally relevant collections and materials in indigenous languages, and preservation for the benefit of future generations.

What action is IFLA taking to advance this position?

IFLA is a signatory to the Culture 2015 declaration¹⁰ and a member of the organising coalition, which includes International Federation of Arts Councils and Culture Agencies (IFACCA), Agenda 21 for Culture, the International Federation of Coalitions for Cultural Diversity (IFCCD), Culture Action Europe, and the International Council on Monuments and Sites (ICOMOS). IFLA is engaging at the international level with the Culture 2015 coalition, calling on the library community in individual countries as needed. Talking points for national meetings on culture are included in Appendix 2.

2.6 Lyon Declaration on Access to Information and Development

The *Lyon Declaration on Access to Information and Development*¹¹ shows that libraries, information intermediaries, and development organisations are united behind the inclusion of access to information in the post-2015 development framework. Over 350 organisations have signed the declaration, including the Electronic Frontier Foundation (EFF), Alliance for Affordable Internet (A4AI), World Wide Web Foundation, SPARC Europe, and Restless Development.

The Lyon Declaration calls on Member States of the United Nations to acknowledge that access to information, and the skills to use it effectively, are required for sustainable development, and ensure that this is recognised in the post-2015 development agenda by:

- Acknowledging the public's right to access information and data, while respecting the right to individual privacy.
- Recognising the important role of local authorities, information intermediaries and infrastructure such as ICTs and an open Internet as a means of implementation.
- Adopting policy, standards and legislation to ensure the continued funding, integrity, preservation and provision of information by governments, and access by people.
- Developing targets and indicators that enable measurement of the impact of access to information and data and reporting on progress during each year of the goals in a Development and Access to Information (DA2I) report.

⁹ Culture 2015 Goal Declaration (2014) <http://culture2015goal.net/index.php/home/declaration>

¹⁰ *Ibid.*

¹¹ *Lyon Declaration on Access to Information and Development* www.lyondeclaration.org

What is the Development and Access to Information (DA2I) report?

The *Lyon Declaration* proposes that a DA2I report be created to measure the impact of access to information and progress during each year of the development goals. This report would:

- Provide IFLA with data to advocate for, and support libraries in international forums;
- Provide libraries with data to advocate for access to information and libraries at the national level.

The report would include existing data, such as data from national statistical agencies, the ITU, existing indices like the right to information, library data, and would propose to collect new data such as digital literacy.

2.6.1 Using the Lyon Declaration in national advocacy

- Ensure that your institution or association, and other library institutions and associations in your country are signatories;
- Encourage institutions and associations such as development agencies, media organisations, gender, ICT and education campaigners to sign on. You can check which organisations have already signed: www.lyondeclaration.org
- Bring copies of the Lyon Declaration in meetings with Member State representatives. Tell them how many organisations have signed – this demonstrates the commitment to the objectives expressed in the Declaration worldwide.
- Refer representatives to section 6, which calls on the Member States of the UN to recognise access to information.

3 Organise meetings with Member State representatives

From September 2014-September 2015, it is generally agreed by civil society that advocacy should take place at the national level. To support this, IFLA invites all library associations and institutions to organise meetings with Member State representatives. The objective will be to brief representatives about the role of libraries, and the importance of access to information.

3.1 Why are the meetings important?

It is not yet known exactly how negotiations at the Member State level will take place, and how this feeds back to the overall UN process. However, at some point the Member States will begin to negotiate about the merits of various goals and targets to narrow them down to a smaller number. Without strong advocacy by libraries, targets on access to information could be distorted or dropped from the goals.

Success in getting access to information into the post-2015 development agenda will mean that libraries are on the agenda, and can align themselves with any specific targets on access to information, or goals across the framework.

National development agendas will shape many government spending and programme priorities. By demonstrating the contribution libraries make across the goal framework through campaigns and meetings with government officials, libraries will be in the best position to partner with government and others to implement national strategies and programmes that benefit library users.

3.2 Decide who should attend meetings with Member State representatives

Library associations, together with national, major public and research libraries would usually be expected to take the lead. Elected library association leaders are important advocates. It is important that the library voice on the post-2015 development agenda be coordinated and broadly supported at the national level, and aligned with IFLA's international position. Examples of others to approach are included in **Appendix 3 (Who should advocate?)**.

3.3 Identify who are the Member State representatives and decision makers in your country on the post-2015 development agenda

National representatives of UN Member States will be the primary, but not the only people you will need to meet.

To identify your country's representatives:

- Determine if your country was a member of the Open Working Group on the SDGs¹², and find the name of that representative;
- Or, in most countries, the Ministry of Foreign Affairs takes responsibility for UN relations. Identify the person with the UN or post-2015 portfolio;
 - If you are unable to gain a meeting with the Minister of Foreign Affairs, you could ask to meet with senior departmental staff such as advisors or parliamentary secretaries. These people will be able to brief the Minister;
- Identify your permanent representatives, based in New York. They may have the status of ambassador, or be former senior diplomats. You would be unlikely to meet them, but you can copy letters to them. It is important that representatives in New York know that you are working at the national level;
- You can also request meetings with other key ministries to gain support for your position. Libraries in most countries work closely with Ministries of Education, Culture, Inclusion, Communication and ICT.

3.4 Clarify and confirm position if working in coalition

Building a coalition is not essential, but may help to show support for your position. A coalition of library (through the library association) and non-library organisations means that you have an agreement to work together to achieve a specific outcome. It does not need to be a formal agreement, but it should be mutually beneficial. For instance, IFLA participates in coalition with non-library organisations to advance access to information, and culture in the post-2015 development agenda.

If you are considering forming a coalition for post-2015 advocacy, it is important to:

- **Identify suitable organisations:** Organisations that you currently partner with, or effective development, education or ICT organisations may be relevant coalition partners. IFLA is in coalition with several organisations that may have representation in your country (see page 8 for a list);
- **Ensure consistency in message:** especially if there are already a number of organisations working on these issues. It is important to note that access to information sometimes also relates to targets on transparency, rule of law, media, and sustainability. You need to be very clear about your own message to ensure it does not become inconsistent or unclear when you meet with decision makers;
- **Agree on approach and priorities:** if one coalition organisation wants to run a media campaign but you want to focus on meetings with decision makers, you might not make much progress. Or, this may mean you can divide up responsibilities to share resources amongst coalition partners;

¹² 30 Member States participate at each meeting, with each seat shared by 3 countries. The list of countries is available: <http://sustainabledevelopment.un.org/owg.html> Contact addresses for Member State Missions are available: www.un.org/en/members

- **Understand what you can contribute:** your institution or association may have strong connections with government officials, experience in advocacy, or it may benefit from others' experience. Take the time to understand what you can offer to your potential coalition partners.

3.5 Write letter to Member State representatives requesting a meeting

IFLA members can use the template in **Appendix 1** to contact their UN Member State representatives or other officials in your country to request a meeting.

3.6 Plan and attend meetings with Member State representatives

To ensure that the message for access to information is coordinated and strong across the world, it is important that IFLA's international message, which includes points from the *Lyon Declaration*, is communicated in your meetings. It may be necessary to make some adaptations in different country or cultural contexts, however, and feedback on this to IFLA is critical.

Identify the objectives for the meeting:

- The purpose of the meeting is to help Member State representatives speak for us when they are at the UN and regional meetings to negotiate the post-2015 development agenda.
 - Your country may already be very supportive of access to information: The meeting will help strengthen their understanding of how libraries contribute;
 - Or, your country may need to be convinced that access to information has a place in the post-2015 goals: The meeting will provide examples and talking points.

Plan the meeting and do your research:

- Review relevant documents including the SDG outcomes document which includes a target on access to information (under 16.10)¹³. Does your government support this wording?
- What do you know about the Member State representatives, their department's priorities and the government's national interests?
- What do you know about existing investments and policies for access to information and libraries in your country?
- Which talking points will be most relevant?
- What's in it for the representative, or your government, to support access to information? How does access to information benefit your country?
- Who will present each talking point during the meeting?

¹³ 16.10: "Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements" Outcome Document - Open Working Group on Sustainable Development Goals (2014) <http://sustainabledevelopment.un.org/focussdgs.html>

3.7 Keep IFLA informed of outcomes

Feedback to IFLA Headquarters will help us to support you as you plan meetings, refine messages, and provide local evidence and case studies. Please contact [Fiona Bradley](#) and [Stuart Hamilton](#) when you:

- Organise a meeting with decision makers;
- Need additional background on post-2015, the Lyon Declaration, or examples to use in your meeting;
- Need contacts or advice on forming coalitions in your country;
- Need advice on who to approach as signatories for the Lyon Declaration.

3.8 Request follow-up meetings as needed until September 2015

Our objective is that on 1 January 2016, libraries will be ready to support implementation of the new development agenda, and that governments will be seeking libraries' involvement.

It is expected that, as with the MDGs, national governments will develop their own action plans in response to the post-2015 goals that emphasise or deemphasise various goals depending on the local situation.

4 Learn more and keep up to date

4.1 Events and advocacy planned in the coming year

IFLA will capitalise on the *Lyon Declaration* by organising an event in 2015 to highlight the importance of keeping access to information on the agenda for the post-2015 framework. Librarians will be involved and feedback from Member State meetings will be included to ensure that the event highlights the best examples of the contribution that information and libraries make.

4.2 Capacity building for libraries and associations

If you want to learn more about building coalitions and advocacy, IFLA provides a comprehensive capacity building programme, Building Strong Library Associations which includes a module on advocacy planning and strategy, *Libraries on the Agenda*¹⁴.

CIVICUS¹⁵ have developed a comprehensive toolkit on all stages of the post-2015 process and building strategy from the international to national level.

4.3 Monitoring the post-2015 process

IFLA will continue to provide resources for members to monitor the process until and beyond January 2016, including:

- Maintaining engagement (meetings, consultations, advocacy as appropriate) with relevant United Nations processes, including WSIS, in order to achieve a final development framework that reflects our objectives;
- Detailed analysis of the OWG Outcome Document, including of the targets and goals proposed in the text, and identification of areas where libraries can play a role in supporting development objectives;
- Ongoing analysis of emerging UN documents as they appear, with intelligence feedback into IFLA's strategy and activities.
- IFLA will monitor implementation of the framework and encourage libraries and associations, utilising the local expertise and feedback from the Member State meetings, to engage with the resulting national development plans.
- News and updates online at www.ifla.org/libraries-development

¹⁴ IFLA (2009) Building Strong Library Associations: Libraries on the Agenda training manual, www.ifla.org/bsla

¹⁵ CIVICUS (2014), Advocacy Toolkit: Influencing the Post-2015 Development Agenda, http://civicus.org/images/stories/SD2015%20Post-2015%20Advocacy%20Toolkit_FINAL.pdf

Appendix 1: Sample letter: Contact Member State representatives in your country

IFLA members can use this letter to contact UN Member State representatives or other officials in your country to request a meeting.

—

YOUR ORGANISATION'S LETTERHEAD/LOGOS HERE

Name of Minister

Address

Date

Dear (name of Minister or their advisor),

Increasing access to information and knowledge across society, assisted by the availability of information and communications technologies (ICTs), supports sustainable development and improves people's lives. Ensuring access to information, and equipping citizens with the skills to use it effectively, will promote sustainable development and help strengthen democratic societies.

The High Level Panel on the Post-2015 Development Agenda, the post-2015 consultations of the United Nations Development Programme (UNDP), and the Open Working Group outcome document all identified the crucial role of access to information in supporting development.

As representatives of the library sector in [COUNTRY], we support the inclusion of access to information in the post-2015 development agenda. We are writing to seek a meeting with you to discuss this position and explain how libraries can help you achieve the sustainable development goals.

We are available to meet you at your earliest opportunity and hope to stay in contact as negotiations at the UN proceed.

Yours sincerely,

Your Signature

Your typed name

Your role/title

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

cc Ambassador to the UN in New York

cc (list here others whom you have sent copies of the letter)

Appendix 2: Talking points for meetings with Member State Representatives

We want Member State representatives to hear these views, and bring these messages back to the floor in UN meetings and negotiations. If many Member States present the same message, this helps to strengthen our voice.

You should also draw on priorities at the national level. Examples of how access to information and libraries meet needs in your country across the proposed SDG goal areas will help illustrate the message. When you are preparing national examples, consider who benefited, how many, how did libraries contribute to this, and did it save and/or lead to better investment of funding.

It is also essential to consider how to make your case relevant to the representatives on the basis of your knowledge. What is in it for them?

Key talking points		
International message (IFLA's message)	National priorities	Relevant national examples
Increased access to information and knowledge, underpinned by universal literacy, is an essential pillar of sustainable development.		
Greater availability of quality information and data and the involvement of communities in its creation will provide a fuller, more transparent allocation of resources.		
Information intermediaries such as libraries, archives, civil society organisations (CSOs), community leaders and the media have the skills and resources to help governments, institutions and individuals communicate, organise, structure and understand data that is critical to development.		
Culture underpins development by supporting social inclusion, resilience, innovation and local knowledge. Culture strengthens local communities.		

[As signatories to the Lyon Declaration on Access to Information and Development] we call on our Government to acknowledge that access to information, and the skills to use it effectively, are required for sustainable development, and ensure that this is recognised in the post-2015 development agenda by¹⁶: • Acknowledging the public's right to access information and data, while respecting the right to individual privacy. • Recognising the important role of local authorities, information intermediaries and infrastructure such as ICTs and an open Internet as a means of implementation. • Adopting policy, standards and legislation to ensure the continued funding, integrity, preservation and provision of information by governments, and access by people. • Developing targets and indicators that enable measurement of the impact of access to information and data and reporting on progress during each year of the goals in a Development and Access to Information (DA2I) report. (For more background on the Da2I report, read page 10)		
We ask that you support, amongst other targets, 16.10 of the Sustainable Development Goals outcome document "Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements"¹⁷		

¹⁶ Section 6 a-d, *Lyon Declaration on Access to Information and Development* www.lyondeclaration.org

¹⁷ Outcome Document - Open Working Group on Sustainable Development Goals (2014) <http://sustainabledevelopment.un.org/focussdgs.html>

Additional talking points: Examples of library contributions across the proposed SDG goal areas¹⁸

Choose the topics most relevant in your country

International examples	National priorities	Relevant national examples
POVERTY ERADICATION In Sri Lanka, the e-Library Nenasala Programme ¹⁹ is a government-run initiative to increase digital literacy and access to technology among the nation's poorest residents living in remote rural areas. The Nenasalas offer instruction in basic computer skills, guidance on accessing information through the Internet, and a wide variety of locally relevant knowledge.		
SUSTAINABLE AGRICULTURE In Romania, librarians trained by Biblionet ²⁰ 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.		
HEALTHY LIVES Public libraries in England make an important contribution to community health ²¹ – A 2010 survey found that 81% of local government library authorities provide access to e-information on health and wellbeing. Literacy skills also		

¹⁸ Open Working Group on Sustainable Development Goals (2014), Outcome Document <http://sustainabledevelopment.un.org/focussdgs.html>

¹⁹ Bill & Melinda Gates Foundation (2014), Global Libraries Access to Learning Award www.gatesfoundation.org/What-We-Do/Global-Development/Global-Libraries/Access-to-Learning-Award-ATLA

²⁰ IREX (2013), Librarians, Internet Improve Farmers' Livelihoods in Romania www.irex.org/news/librarians-internet-improve-farmers%E2%80%99-livelihoods-romania

²¹ Arts Council England (2014) Evidence review of the economic contribution of libraries www.artscouncil.org.uk/media/uploads/pdf/Evidence_review_economic_contribution_libraries.pdf

support health literacy and the capacity to access and use health information.		
QUALITY EDUCATION AND LIFE-LONG LEARNING Boekstart (Bookstart)²² in the Netherlands works with day care and healthcare centres, public libraries and the first two years of primary school to provide books and literacy training to 75,000 children per year. The programme is supported by national and local government, and aims for long term collaboration between organisations that support children's literacy. In Sweden, librarians worked actively to establish the school library as an effective resource to support students in their learning²³. The Education Act of 2010 made the school library mandatory, and required teachers and policy makers at the school and municipality level to establish school libraries. Advocacy by many library associations and project funding from the National Authority for School Improvement helped school libraries to become a more active part of school development.		
EMPOWERING WOMEN AND GIRLS The National Library of Uganda has an ICT training program designed for female farmers²⁴, providing access to weather forecasts, crop prices, and support to set up online markets, in local languages. This programme increases the economic well-being of women through technology skills.		

²² Boekstart Netherlands www.boekstart.nl

²³ IFLA Building Strong Library Associations programme (2013) Case Study: A Government Mandate for School Libraries in Sweden www.ifla.org/node/7926

²⁴ Beyond Access (2012) Empowering Women and Girls Through ICT at Libraries http://beyondaccess.net/wp-content/uploads/2013/07/Beyond-Access_GirlsandICT-Issue-Brief.pdf

ECONOMIC GROWTH AND DECENT WORK 250,000 people find jobs through their public library in the European Union each year ²⁵ . Public access to ICT and skills enables people to apply for jobs, as the application process for all jobs has moved online.		
RESILIENT INFRASTRUCTURE AND INNOVATION An Australian report released in 2014 found that hospitals, government departments, associations and other organisations involved in healthcare gain a \$5 AUD return for every dollar ²⁶ they invest in libraries. The report was released by the Australian Library and Information Association, Health Libraries Inc (HLInc) and Health Libraries Australia.		
SUSTAINABLE CITIES Public libraries are an integral part of the city of Medellín, Colombia's urban renewal strategy ²⁷ . Strategically located in some of the most disadvantaged communities in the periphery of Medellín, they have become centres for social development that address an identified need for more cultural and education space. The Library Parks are a series of public libraries that offer educational tools and programs to benefit the local communities, as well as providing a hub for further urban development and green projects.		
PEACEFUL SOCIETIES, ACCESS TO JUSTICE, ACCOUNTABLE AND INCLUSIVE SOCIETIES IFLA's Building Strong Library Associations programme supports libraries to increase engagement with civil society. In Eastern Europe, IFLA has worked in Lithuania, Moldova, and Ukraine where civil society is young but the ability of libraries to engage in policy issues is increasing. Working with civil society also helps associations to find partners to advance		

²⁵ Public Libraries 2020 (2014) See the numbers www.publiclibraries2020.eu/content/see-numbers

²⁶ SGS Economics (2014) The community returns generated by Australian 'special' libraries www.alia.org.au/roispecials

²⁷ Library Parks (Parques Biblioteca) <http://medellin.ecocitizenworldmap.org/library-parks>

issues that are important to libraries. Libraries are contributing to action plans in Open Government Partnership (OGP) member countries, a platform between government, civil society and business to drive commitments to open government and accountability. Library associations in some member countries attend civil society meetings to help develop the country's national action plan, and to include the role of libraries as a supporter of access to information. To support national programmes in reading habit and facilitating public information access, the National Library of Indonesia has developed or supported 21,281 village libraries through 2014 with books, library facilities, and technical training to ensure that access to information reaches all people across Indonesia.		
MEANS OF IMPLEMENTATION AND THE DATA REVOLUTION In a world where the amount of digital content is predicted to double every two years, the ability of people to locate and authenticate information is essential. IFLA led the world by developing Media and Information Literacy (MIL) Recommendations²⁸ that were endorsed by UNESCO in 2013. MIL outlines the knowledge, attitudes, skills, and practices required to access, use, and communicate information in ways that respect human rights. Libraries make Internet access available to the community at no or low cost.²⁹ In many countries, public and educational libraries are the major or only providers of such access.		

²⁸ IFLA Media and Information Literacy Recommendations www.ifla.org/publications/ifla-media-and-information-literacy-recommendations

²⁹ IFLA Internet Manifesto, www.ifla.org/publications/the-ifla-internet-manifesto

Appendix 3: What is advocacy?³⁰

Advocacy is fundamentally about action for change or the advancement of an issue or idea. Advocacy plans are about planning programmes or campaigns/sets of actions for advancing an issue or achieving change.

Advocacy can help library institutions and associations to:

- Raise the profile of the sector;
- Build strategic partnerships and coalitions with library and other professional associations and agencies;
- Tell the story of library users and libraries to decision makers, to demonstrate the difference that libraries and access to information make in people's lives.

Reasons to advocate:

- **Improve understanding of the role of libraries:** in the community, with funding bodies such as government and potential partners. Libraries are often seen as a 'soft service' even if considered essential and it is easy for them to slip in the agenda of decision-makers and even the public as a place where they can find information;
- **To effect change:** for instance in legislation or policy, for libraries or affecting libraries, such as copyright and internet legislation;
- **To establish credibility or raise profile:** for example to be included in submissions or considerations by bodies developing policy around an issue, such as the rollout of broadband;
- **Create opportunities:** to pursue issues and solve problems and even generate ideas and research that might not have otherwise been considered.

Who should advocate:

- **Library association leaders:** Elected leaders are critical advocates and are often responsible for setting the advocacy agenda. They are also critically important in disseminating campaign information.
- **Library staff, board members, trustees:** It is important for the profession to support the advocacy position. To be effective, they will need to have access to all of the relevant information to support issues in an informed way.
- **Champions:** Influential people with high profiles who will further your cause. They might have specialist skills and credibility with those you are trying to persuade.
- **Partners and coalitions:** Organisations in and beyond the library sector that share the same objectives for access to information and culture.
- **Community members:** Library users, students, professionals working in agencies with shared goals, who can lend their voice and their support.

³⁰ Material in this section adapted from: IFLA (2009) Building Strong Library Associations: Libraries on the Agenda training manual; and IFLA (2014) Building Strong Library Associations: Regional Convening training manual www.ifla.org/bsla