

Workshops

Sustainable Development Goals advocacy
Facilitator: Dr Gill Hallam



Why this goal

- Targets for tackling extreme poverty and reducing by half the number of people living in poverty
- Education is a key platform for change
- Strategies discussed included financial assistance, penalties for not sending children to school, financial literacy sessions
- Access to information is critical to address this goal

Storytelling

- Participation in programs will positively impact literacy levels
- We can provide evidence of impact from partnerships, exchanges, case studies about employment as a result of the programs
- There will be benefits for trained librarians and for volunteers



Why this goal

- Literacy and early literacy are core to quality education
- There are library programs and programs for the delivery of books to children through other organisations, which libraries can support
- Gender equality in education would make a significant difference, including education for work skills
- Open education has the potential to transform traditional education practice – UNESCO OER action plan aligns with this

Storytelling

- National Simultaneous Storytime across Australia and NZ has scaled up from local to national and international, developing and adapting
- Fits with boys and girls access to quality early childhood and participation in learning
- Cross-generational, multi-cultural, relies on partnerships (organisations and readers)
- Engagement through social media and attendance rates creates quantitative evidence



Key messages and decision makers

- In Indonesia, the national development agency is talking about the importance of early literacy
- 2017 Act gave traction for cross-government partnerships including Departments for business, tech, culture, national library, sport, religious and foreign affairs
- With the passing of this Act, the role of libraries was clearly identified
- Equality of men and women across education and particularly in STEM
- Higher education services for international students
- In universities equity is high profile, with surveys to identify diversity
- Recruitment and training for Indigenous library staff
- Equity committees in universities, Ministers of Education, local councillors
- Are university chancellors reporting on the SDGs in terms of research outputs and open access for example



Why this goal

- Libraries deliver business grade wifi, photocopies, fax, web conferencing and other facilities
- Business development support in libraries through collections and people resources – our own staff and visiting entrepreneurs
- Recycling information, education and community gardens
- Encouraging gender diversity, building cultural capacity
- PNG example of farmers coming to a central point for sessions to help improve agricultural productivity

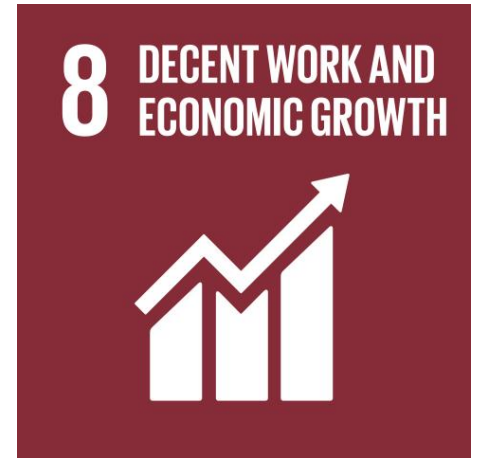
Storytelling

- Implementation of public libraries relies on political support
- When pitching the story we need to bring to the fore politicians' needs
- Especially critical and complex when dealing with several layers of government



Key messages and decision makers

- How do we move forward from the Pacific library summit statement?
- DFAT, philanthropics, aid agencies will be the influencers and decision-makers
- Start with a pilot project and move forward
- Pilot to demonstrate the impact of business support activities in community libraries across the Pacific
- Partner with a university to provide the evidence-base



Why this goal

- Libraries are supporting digital government, digital literacy and digital inclusion
- Libraries are part of the movement to safeguard the world's cultural heritage
- Libraries host impartial collections of public discourse, the nation's memory, legal deposit, preservation of language and research data
- The impact of disaster: libraries can share information about disaster planning and recovery strategies
- Libraries provide universal access to public spaces

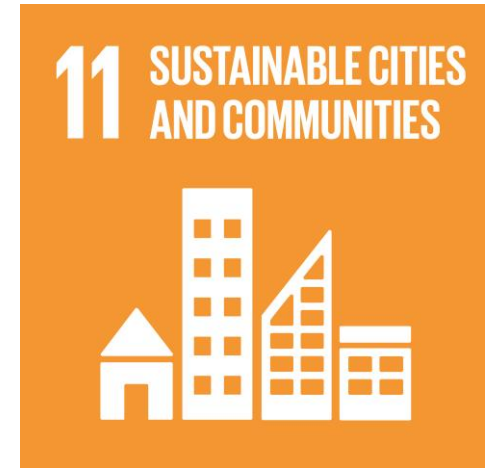
Storytelling

- Preservation of cultural heritage and recorded knowledge
- Language preservation and revitalisation
- Digitisation of Maori newspaper in NZ – now freely available in schools
- Result will be improved engagement in education



Key messages and decision makers

- We need to influence politicians in power, community leaders and the public
- Value is what sells and influence flows on from community value
- Community value brings decision-makers to you

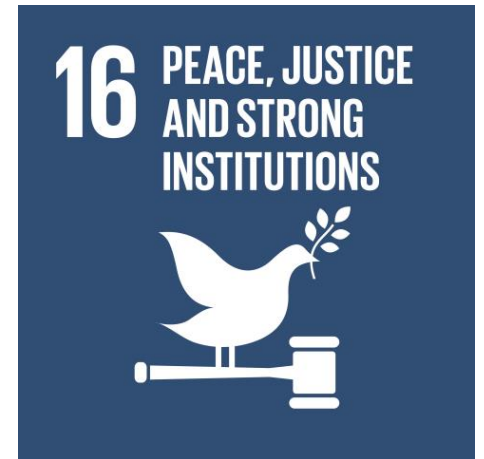


Why this goal

- Libraries are strong institutions, fighting fake news
- Outreach supports the notion of no-one left behind
- Accurate information from creation to consumption
- Libraries are politically neutral and promote increased participation in the democratic process eg elections and census “if you’re not counted, you won’t be planned for or funded”

Storytelling

- “Lie like a librarian” using obviously fake news and not so obviously fake news to demonstrate the dangers and the necessity to research topics
- Citizen journalism fighting fake news
- Libraries fighting censorship and promoting free speech
- Different channels for different audiences



Key messages and decision makers

- Timor-Leste as an example – lack of access to information in the majority language
- Library materials in English and Portuguese are not easily accessible for people without language skills
- Particular need for books for children aged 3-12
- Timor-Leste government Department of Education, National Library, other nations around Asia Pacific will be key players
- Organise an SDG Summit in Dili, showing that libraries can lead the way



How we will raise awareness inside our own organisations



1. We will take the collateral back to our workplace and share it with colleagues, using it to add depth to people's understanding of the SDGs
2. We will map the SDGs to our strategic plans and start to measure performance and improvement; use the SDGs as our policy framework
3. We will make verbal and written reports to staff and senior teams
4. We will invite SDG spokespeople for libraries and the UN to speak to our organisation
5. We will help staff to see how their work fits in with the SDGs
6. We will reference the statement of intent from the Ineli Oceania Pacific Summit
7. We will hold an SDG Day celebration
8. We will target relevant stakeholders eg chair of the university gender equality committee
9. We will involve our peers and leaders, showing how the SDGs fit with their agenda: "what's in it for them"

How we will raise awareness outside our own organisations



1. We will add our favourite SDG to our email block
2. We will write to MPs alerting them to the role libraries play in delivering the SDGs
3. We will include stories about our work and its relevance to the SDGs in blogs and social media posts
4. We will partner with like-minded organisations to showcase SDG related resources eg through MOOCs
5. We will hold lectures, panel discussions, publish articles in newspapers
6. We will wear our SDG badges with pride

How we will raise awareness in education



1. We will ask LIS educators to develop PD related to the SDGs, in the curriculum
2. We will raise awareness across the country through school libraries
3. During student library inductions we will talk about the SDGs
4. We will map the SDGs to curriculum
5. We will propose digital SDG signage for university faculties
6. We will propose to academics, institutes and researchers that libraries can be the clearing house for people to know about what others are doing in terms of working towards the SDGs

How we will raise awareness in other ways



1. IFLA will knit together international advocacy and Global Vision
2. PNG Library Association and ALIA will share information and ideas
3. We will organise SDG sessions as slots on future conference programs
4. The ALIA Australian Public Library Alliance will map the *Standards Guidelines and Outcome Measures for Public Libraries* to the SDGs
5. We will use the SDGs as the framework for measuring and benchmarking public library outcomes
6. We will find 17 public libraries, each to develop a storytime (with songs, stories and activities) relating to one of the SDGs – from this, we will develop an SDG storytime kit for all libraries

How we will raise awareness: general comments and principles



1. Hearing the Yugumbeh performers sing a version of the Australian national anthem in first language was very powerful and spoke directly to the SDGs
2. It is important to highlight the Indigenous voice and to translate work into first language
3. Awareness-raising will require persistence and long term promotion
4. Use the context of the Voluntary National Review as a compelling reason why now is the time to talk about libraries and the SDGs
5. We will share our knowledge of the SDGs to empower others to spread the word
6. We will establish SDG links with sector organisations eg state-based associations and external organisations eg Amnesty International
7. We will set future targets with reference to the SDGs