

SDG Stories Workshop



Welcome!



facilitator



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agenda

- Library Map of the World – engagement for advocacy
- SDGs framework and storytelling – demonstrating contribution of libraries
- Evidence-based storytelling – how to make sense of data and communicate impact of libraries





Library Map of the World: engagement for advocacy

librarymap.ifla.org

**POWER YOUR
ADVOCACY!**



librarymap.ifla.org

LIBRARY DATA

133

countries



SDG STORIES

45

stories



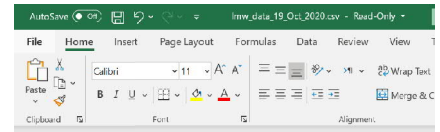
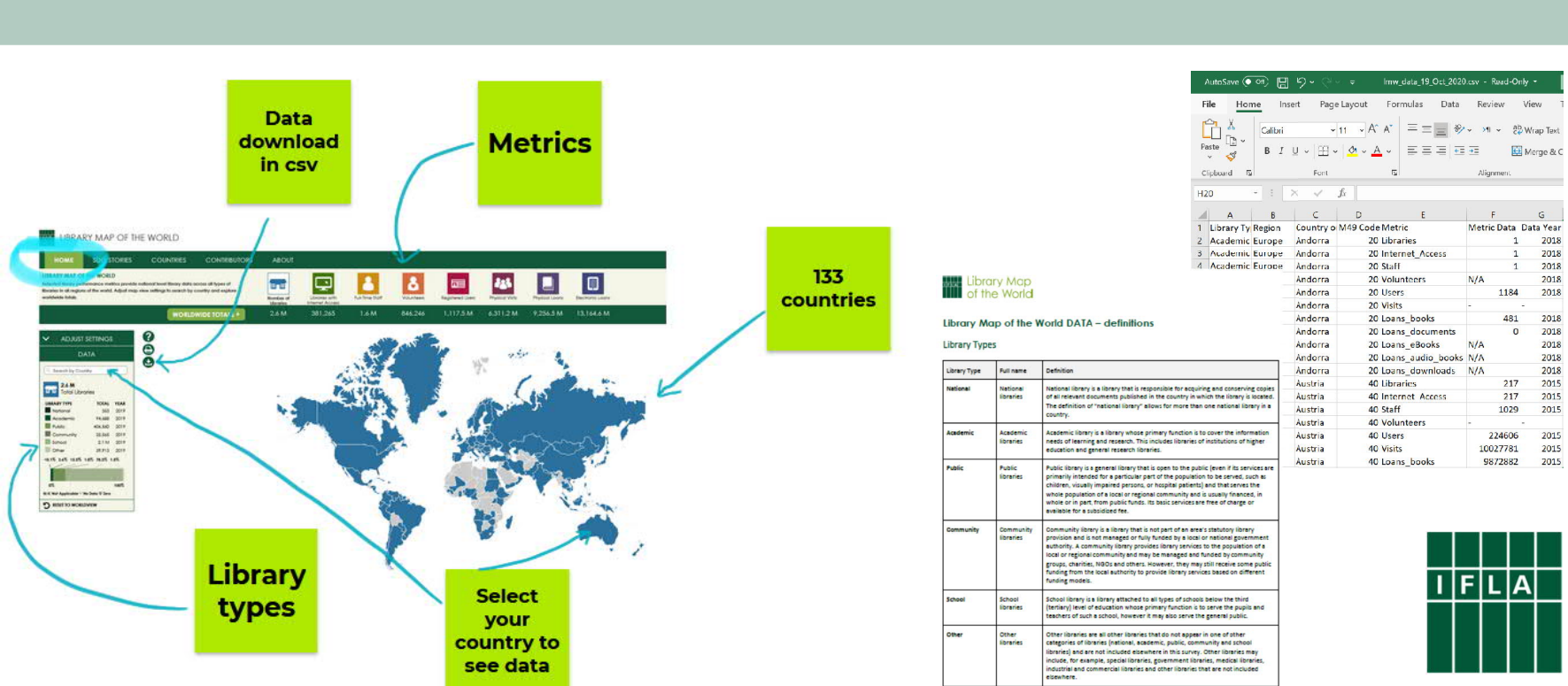
COUNTRY
PROFILES

22

countries



country-level library statistics



Country	M49 Code	Metric	Data Year
Andorra	20	Libraries	1 2018
Andorra	20	Internet_Access	1 2018
Andorra	20	Staff	1 2018
Andorra	20	Volunteers	N/A 2018
Andorra	20	Users	1184 2018
Andorra	20	Visits	- 2018
Andorra	20	Loans_books	481 2018
Andorra	20	Loans_documents	0 2018
Andorra	20	Loans_eBooks	N/A 2018
Andorra	20	Loans_audio_books	N/A 2018
Andorra	20	Loans_downloads	N/A 2018
Austria	40	Libraries	217 2015
Austria	40	Internet Access	217 2015
Austria	40	Staff	1029 2015
Austria	40	Volunteers	- 2015
Austria	40	Users	224606 2015
Austria	40	Visits	10027781 2015
Austria	40	Loans_books	9872882 2015



Library Map of the World DATA - definitions

Library types

Library Type	Full name	Definition
National	National libraries	National library is a library that is responsible for acquiring and conserving copies of all relevant documents published in the country in which the library is located. The definition of "national library" allows for more than one national library in a country.
Academic	Academic libraries	Academic library is a library whose primary function is to cover the information needs of learning and research. This includes libraries of institutions of higher education and general research libraries.
Public	Public libraries	Public library is a general library that is open to the public (even if its services are primarily intended for a particular part of the population to be served, such as children, visually impaired persons, or hospital patients) and that serves the whole population of a local or regional community and is usually financed, in whole or in part, from public funds. Its basic services are free of charge or available for a subsidised fee.
Community	Community libraries	Community library is a library that is not part of an area's statutory library provision and is not managed or fully funded by a local or national government authority. A community library provides library services to the population of a local or regional community and may be managed and funded by community groups, charities, NGOs and others. However, they may still receive some public funding from the local authority to provide library services based on different funding modes.
School	School libraries	School library is a library attached to all types of schools below the third (tertiary) level of education whose primary function is to serve the pupils and teachers of such a school, however it may also serve the general public.
Other	Other libraries	Other libraries are all other libraries that do not appear in one of other categories of libraries (national, academic, public, community and school libraries) and are not included elsewhere in this survey. Other libraries may include, for example, special libraries, government libraries, medical libraries, industrial and commercial libraries and other libraries that are not included elsewhere.



country profiles



metrics & contextual indicators



PERFORMANCE METRICS

Learn more about the performance metrics

SELECT METRIC VIEW: Tables Pie 1/6 People

LEGEND: N/A Not Applicable -- No Data 0 Zero

	Total	National	Academic	Public	Community	School	Other
Total Libraries	509 2019	1 2019	--	69 2019	--	503 2019	16 2019
Libraries with Internet Access	76 2019	1 2019	--	61 2019	--	--	16 2019
Full-Time Staff	242 2019	20 2019	--	152 2019	--	47 2019	23 2019

CONTEXTUAL INDICATORS

Learn more about the [contextual indicators](#)

LEGEND N/A Not Applicable -- No Data 0 Zero

	Namibia	Region	World
Population			
Population Density people per sq km	3 2016	43.7 2016	57.4 2016
Urban Population (World Bank)	47.6% 2016	38.3% 2016	54.3% 2016



Information Infrastructure



Economy, Poverty, and Employment



Education and Literacy



Innovation and Skills



SDG stories



SDG STORIES

by



LIBRARY MAP OF THE WORLD

Stories per Goal

Select the Goal to see stories

Select your country to see stories

28 countries





contributors

LIBRARY MAP OF THE WORLD

HOME | LOG STORES | COUNTRIES | **CONTRIBUTORS** | ABOUT

LIBRARY MAP OF THE WORLD CONTRIBUTORS
Contribution map powered by OpenStreetMap. The data is provided by contributors to the project. In country page context with us, such as national library associations, national libraries, historical libraries, and library support organizations. Select a country to see contributors.

CONTRIBUTORS

133 Countries
173 Contributions
TYPES OF CONTRIBUTORS
Data Stories Countries

Argentina

5 CONTRIBUTORS

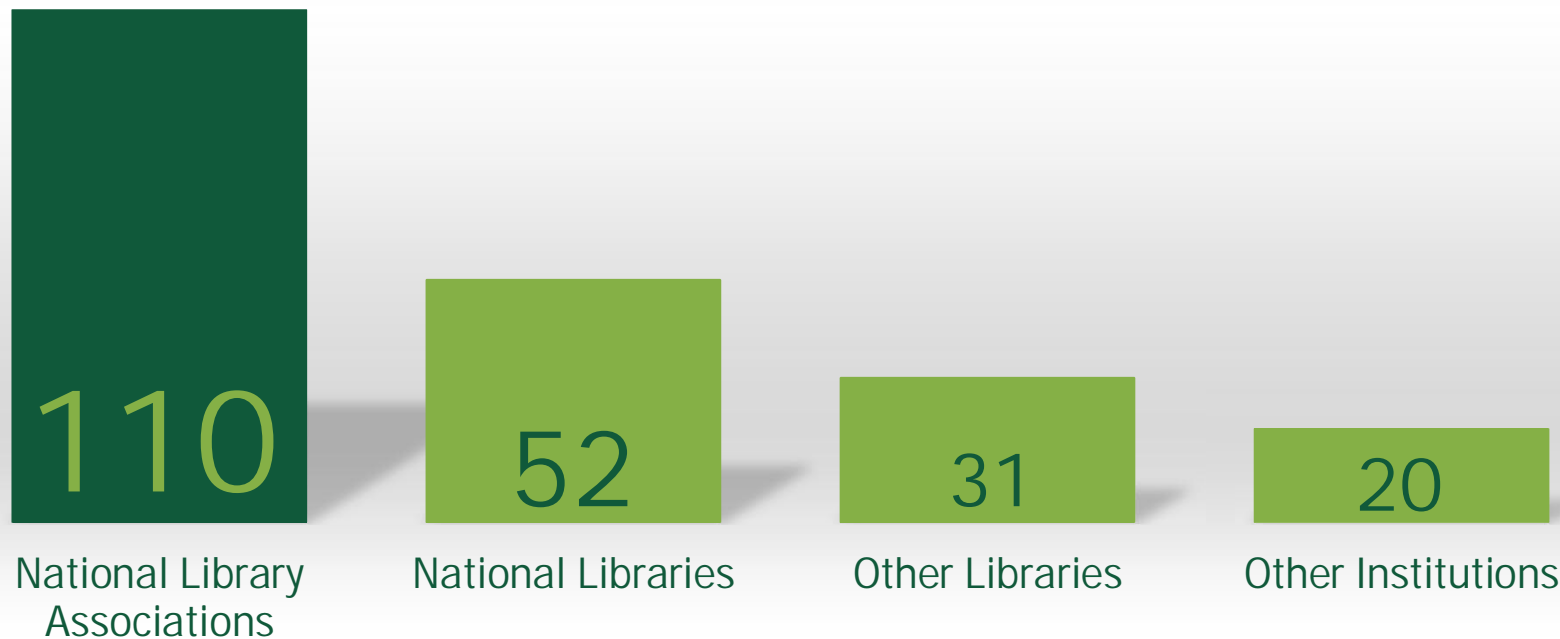
- Association of Graduated Librarians of the Argentine Republic / Asociación de bibliotecarios Graduados de la República Argentina
[Visit Website](#)
- Protected Library Gladys Smith / Biblioteca Protegida Gladys Smith
- Municipal Library "General José de San Martín" / Biblioteca Municipal "General José de San Martín"
[Visit Website](#)
- Community Library of Matheu "Our America" / Biblioteca Popular de Matheu "Nuestra América"
[Visit Website](#)
- Suzuki Foundation / Fundación Suzuki

Select country to see Contributors

Type of contribution

IFLA

contributors by type



contributors – data/country profile

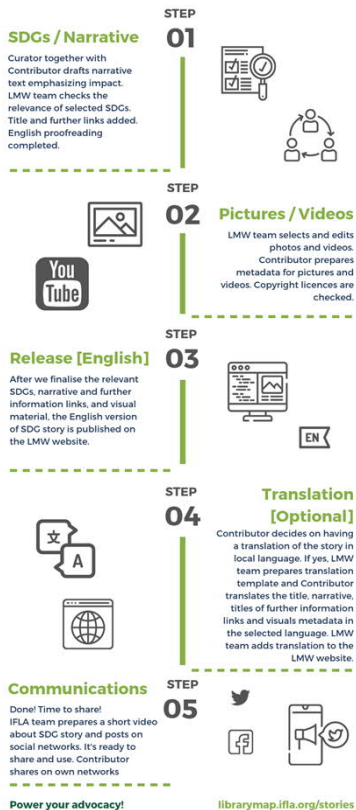
- Main contact for the LMW team for submissions and content curation
- Collaborates with local partners and stakeholders within a country for content preparation and updating
- Raises awareness about the LMW and its use



Library Map of the World SDG Stories

When a story submission is received or a potential story is identified, the LMW team curates the story closely with the contributor. Here is what happens at each step.

Curation Process



contributors – SDG stories

- Main contact for the LMW team during the curation of story
- Collaborates with local partners in content preparation
- Help with communicating about SDG stories to wider audiences



ongoing content curation

Up-to-date content – a shared responsibility between a contributor and the LMW team

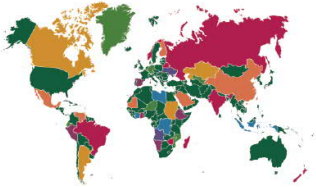
At least once a year:

- Update on data
- Review country profile
- Review SDG stories



Power your advocacy!

**POWER YOUR
ADVOCACY!**



librarymap.ifla.org

LIBRARY DATA

133

countries

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stories

**COUNTRY
PROFILES**

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countries

- Use data in briefs, presentations, and messages
- Use stories to motivate, persuade, and inspire to act
- Use country profiles to highlight priorities, issues, and achievements



scenario 1: building credibility

- “Without data, you’re just another person with an opinion”
- LMW data as development metric



LIBRARY STAT of the WEEK

#36:
Where there are more **school libraries**, children enjoy reading more



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LIBRARY STAT of the WEEK



Greater numbers of **librarians** per public library are associated with more **equal societies**.



librarymap.IFLA.org

LIBRARY STAT of the WEEK

Where there are more **academic librarians**, there is more **publishing and patenting**.



librarymap.IFLA.org

LIBRARY STAT of the WEEK

#50 (Part 2)
Where there are **stronger and better** used public and community libraries, **more people read, more often**



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LIBRARY STAT of the WEEK

#46:
Where there are **more libraries and librarians**, people tend to be **readier to engage in volunteering** and **more interested in politics**



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LIBRARY STAT of the WEEK

#38:
15 year-olds with access to a library tend to be **a year ahead in reading skills** than those without



librarymap.IFLA.org

LIBRARY STAT of the WEEK

Having **more public libraries** tends to be associated with **higher literacy rates**



librarymap.IFLA.org

LIBRARY STAT of the WEEK

#45
Where there are more **public and community libraries** and **library workers**, there is more **trust in government**



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LIBRARY STAT of the WEEK

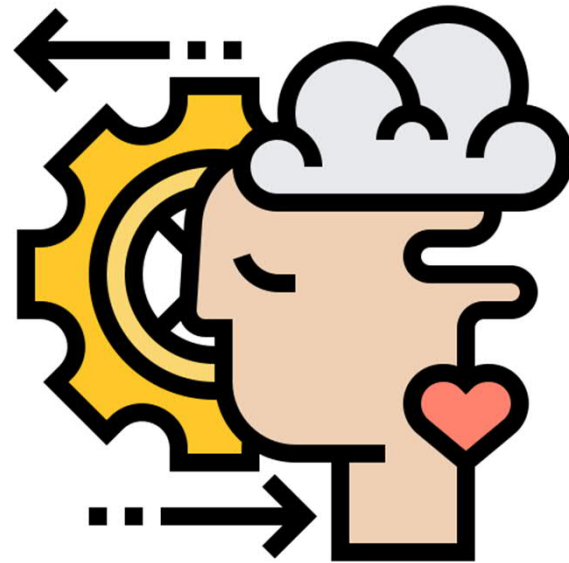
Countries with more **librarians per student** tend to have **higher university completion rates**.



librarymap.IFLA.org

scenario 2: winning hearts and minds

- the importance of the individual
- building motivation, creating energy in the field



YouTube – ILFA LMW SDG Stories

SDG STORIES

by



LIBRARY MAP
OF THE WORLD



In Santa Clara del Mar, **Argentina**, the library connects generations and improves senior's technology skills.



70% of surveyed families have reported improved attitudes and recycling habits.



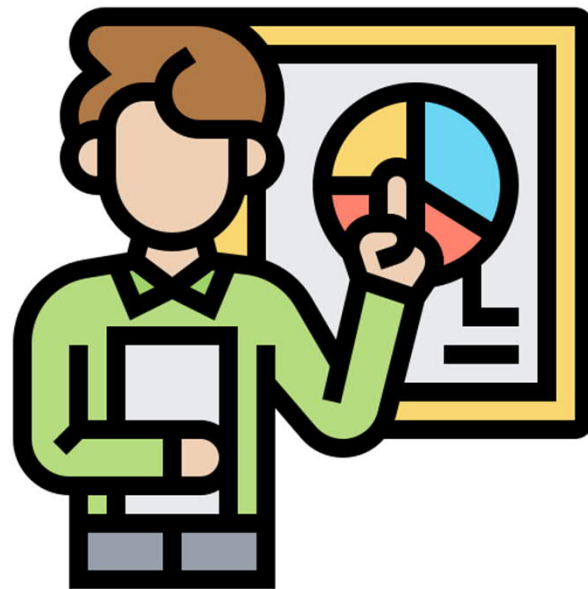
Reading packs are given to families at their baby's 8-week health check, at age 2, and before the first year of school at age 4.



The **University College Cork (UCC) Library**, in Ireland, launched its sustainability campaign, **Love Our Library**, in 2016.

scenario 3: making it simple

- libraries 101 for potential new partners
- a platform to highlight the issues that count
- a gateway to further analysis



Country profile

LIBRARY MAP OF THE WORLD

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LATVIA Share this page:

OVERVIEW

METRICS

ORGANISATIONS

POLICY & LEGISLATION

EDUCATION & EVENTS

ABOUT LATVIA

Region: Northern Europe
Population: 1,960,424
Area: 64,490
GDP per capita, PPP: 25,587 (current international \$)
Major Languages: Latvian (official) 56.3%, Russian 33.8%, other 0.6% (includes Polish, Ukrainian, and Belarusian), unspecified 9.4%

Library Location Resources
[Culture Map of Latvia - Libraries](#)

PERFORMANCE METRICS

SELECT METRIC VIEW
● Total ○ Per 1M People*

- 1,541** Number of Libraries
- 828** Total Libraries with Internet Access
- 3,033** Total Staff
- n/a** Volunteers
- 814,540** Registered Users
- 11.6 M** Total Visits
- 18.8 M** Total Physical Loans
- n/a** Total Electronic Loans

LIBRARIES IN LATVIA

Latvia has rather centralized library system, which consists of:

- The National Library of Latvia, which is the centre of library development.
- 46 academic libraries, which belong to higher education institutions (universities and colleges).
- 29 special libraries.
- 796 public libraries, including 788 municipal public libraries and Library for the Blind with its branches (8 libraries). There are 29 main regional libraries which serve as an advisory support centre for libraries of local importance.
- 767 school libraries, which belong to general or professional educational institutions.

According to Library Act, all libraries must be registered in the Registry of Libraries and undergo accreditation once in five years.

Depending on affiliation, libraries are financed by its founders – the government, municipalities or institutions they belong to. In addition, libraries are active in attracting project funding through various regional, national and the EU project grant programmes, where libraries participate along with other cultural and/or educational service providers.

The Ministry of Culture is responsible for drafting policy documents and legislation regulating the library field. The Library Council of Latvia, a public advisory institution, consisting of representatives of all library types, library associations, association of local governments as well as other library support organisations, takes an active part in developing national policies for libraries, ensuring the development and collaboration in the field.

The current national policy for library development focuses on actions towards preservation and dissemination of cultural heritage, equal and qualitative access to library services, and contribution to development of knowledge society and economic development.

The biggest professional public organisation is the Library Association of Latvia (LAL), which plays an active role when it comes to the library advocacy, capacity building of librarians, and uniting the community of librarians. The work of the LAL is complemented by activities of the Association of Latvian Academic Libraries, the Association of Latvian School Librarians, as well as the Latvian Library Education Association.

Some of the recent national achievements in the library field include:

- Opening of the new building of the National Library of Latvia in 2014. The library won the newly established Library of the Year Award in the International Excellence Awards at the London Book Fair in 2018.

CONTEXTUAL INDICATORS

Population and Geography

- 44** Median Age
- 31.5** Population Density people per sq km

Information and Infrastructure

- 79.8%** Internet Users
- 2%** Internet Gender Gap

scenario 4: joining the wider debate

- from the micro to the macro level
- starting a conversation
- [Libraries Engaged in Voluntary National Reviews \(VNRs\)](#)
- [Guide to Voluntary National Reviews](#)



#Lib4Dev

#DA2I

#GlobalGoals



International
Federation of
Library
Associations and Institutions

This library supports the SDGs



ifla.org/libraries-development

#Lib4Dev

#DA2I

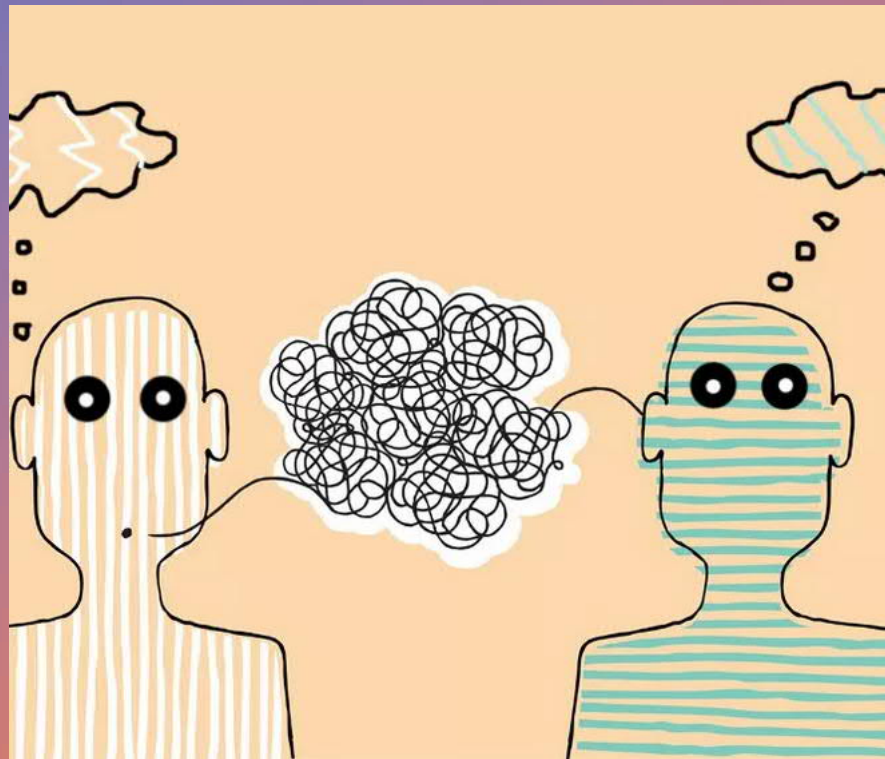
#GlobalGoals

IFLA IAP
INTERNATIONAL ADVOCACY
PROGRAMME

IFLA International
Federation of
Library
Associations and Institutions

+
○ ●

Storytelling



WHY STORIES MATTER

WITH JACKIE WONG · MEGAPHONE MAGAZINE



ARE YOU FEELING...
...SUSPICIOUS ABOUT
STORYTELLING??

I'm Not A Writer??

BUT YOU HAVE
LIVED EXPERIENCE
WISDOM...

WORTHY OF DOCUMENTATION!

WHAT'S IN A STORY?
PEOPLE

CONFLICT

affected people
CALL to ACTION

HUMAN STORIES
HAVE MORE IMPACT THAN
BORING PLOTS

WRITING HELPS US:

- SEE PATTERNS
- ACT DIFFERENTLY
- MAKE PEOPLE FEEL
- BUILD SUPPORT
- CHANGE MINDS

CHANGE THE
PUBLIC CONVERSATION

IT'S HARD to write!

What if I'm JUDGED?

BUT it is a CHANCE to TRY Today

as a single mom, I struggle with being able to manage it all.

My coworker who denied compassionate leave for HER sick baby - as HER steward I fixed it + FELT like a HERO

RELATABLE!

I just received a disconnection notice from Hydro, and I haven't been called in once this week.

DUE \$\$\$

OUR LIVES CAN CHANGE IN A HEARTBEAT

Sickness... Job loss.

— FOR THESE EXAMPLES —
QUALITIES OF PEOPLE

LIKELY TO LISTEN:

UNLIKELY TO LISTEN:

TIP!
WRITE for a specific audience in mind...

Solidarity

USE OUR WORK TO MAKE SENSE OF THE WORLD

WIDEN OUR COMPASSION

HOW DO WE BUILD MORE SUPPORT FOR THESE ISSUES?

CHALLENGE WHAT PEOPLE THINK THEY KNOW

TURN ASSUMPTIONS AROUND

FIND THE COMMON INTEREST - PUT YOURSELF IN THEIR SHOES

SDG Stories Workshop



Thank you!

