**IFLA SDG Advocacy Capacities Matrix**

IFLA has been supporting its members to get involved in advocacy around the SDGs for four years, with many of those involved benefitting from the opportunity to focus their own efforts, build new contacts and networks, and develop their skills. The SDGs have also proved to be a great way for libraries to structure their own communication about what they are doing, and indeed even to rethink their own day-to-day work.

SDG Advocacy, as we understand it, refers to efforts to build wider efforts to engage decision-makers and influencers to support libraries, using the SDGs as a framework. Long-term success is defined by the ability of libraries and library associations to be included in comprehensive national development policies – either single documents, or in key strategies in a variety of policy areas. In the medium-term, it is defined by the building of close and lasting relationships with a wider range of significant decision-makers, influencers (members of parliament, journalists, commentators) than previously, as well as stronger advocacy capacity within the library field.

The below matrix aims to break down the different capacities (covering skills, knowledge and structures) involved in SDG Advocacy as a matrix, going from ‘starter’ to ‘advanced’ levels. In each case, it should be possible for an association or other group of library and information workers interested in the SDGs to identify at what level they are on each suggested capacity. The goal, then, is to move one box to the right.

To take communication as an example, a library association may currently be able to define and share key messages – for example that libraries contribute to the SDGs, and in particular SDGs 4 (education), 11 (stronger communities) and 16 (access to information) (box 5B). The goal then is to be in a situation where you can explain these in more depth, for example by preparing a short and attractive brochure on how libraries help deliver on these, potentially with good images so you can both use e-mail and social media to promote it. This would move the association to box 5C.

To take building partnerships as a second example, an association may not currently have any contacts with other organisations which are engaged in the SDGs, or awareness of journalists or Members of Parliament interested in the SDGs as a subject (box 7A). The goal is then to build understanding of who could then be potential partners in SDG Advocacy – is there a local UN office, are there other NGOs or even an NGO platform, are there journalists who write about the SDGs, or a Member of Parliament who is interested in them? This would allow the association to move to box 7B.

This matrix is currently a draft, of course, and so any views or comments are gratefully received.

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|  | **A. Starter** | **B. Basic** | **C. Intermediate** | **D. Advanced** |
| **1. Understanding the SDGs** | I am not aware of the SDGs. | We are aware of the 17 SDGs and the subjects they cover. | We are familiar with individual SDG targets, as well as the broader context (the 2030 Agenda). | We are very familiar with the SDGs, as well as targets, indicators and VNRs. We understand related processes like the Paris Agreement |
| **2. Coordinating your Work** | We do not have anyone responsible for advocacy | We have someone focused on advocacy with the SDGs in our core team | We have someone focused on SDG advocacy and coordinating work on this | We have a team working on SDG advocacy who can share responsibilities |
| **3. Mobilising the Field** | There is almost no awareness of the SDGs in our field and almost no-one is involved in advocacy | There is an awareness of the SDGs and an understanding of the value of advocacy among some members of the field | There is an active group of people ready to get involved in basic advocacy around the SDGs | There is a large and well-organised group with whom you can work on advocacy around the SDGs, in all parts of the country |
| **4. Gathering Evidence** | We do not have any stories or data we can use to back up our advocacy around the SDGs | We have 1 or 2 examples we can use to support our arguments as part of advocacy around the SDGs | We have a good collection of stories we can tell in our SDG advocacy, and some numbers | We can share well-evaluated evidence and data, and draw on national and international cases |
| **5. Communication** | We do not have any capacity to communicate as part of our advocacy on the SDGs | We have basic capacity to define and share key messages with our members and the outside world | We can explain messages and asks clearly and in more depth, and communicate using more than one channel | We can use a variety of channels and materials in order to get our message across most effectively |
| **6. Building Relations with Decision-Makers** | We don’t know who is taking decisions or coordinating work on the SDGs | We know who the person or team coordination work on the SDGs is. | We have met the person coordinating work on the SDGs, and know who else is involved | We have a strong, regular relationship with the SDG lead in government, and those connected to them. |
| **7. Building Partnerships** | We do not work with any other organisations or contacts on SDG advocacy | We are aware of other organisations and journalists working on the SDGs | We have met with 1-2 other organisations and MPs and 1 journalist working on the SDGs | We have strong relationships with a number of MPs, other organisations and journalists on the SDGs |
| **8. Integrating the SDGs into your own work** | We do not apply the SDGs in our own work | We can make the connection between the SDGs and the work of libraries | We have used the SDGs in defining our Strategy and services | We use the SDGs as a reference point and structuring tool in our strategy, action and reporting |
| **9. Evaluation** | We do not evaluate the effectiveness of our SDG advocacy | When planning ahead, we think about what did and didn’t work in the past | For each major action, we carry out an assessment of what did and didn’t work | We pre-define indicators of success and metrics for all major actions, and then evaluate against these at the end. |