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the region and date [YYYYMMDD]: IFLA\_IAP\_Topic2\_RoleOfLibraries\_Activity2.5\_Worksheet\_Region\_YYYYMMDD

**IFLA INTERNATIONAL ADVOCACY PROGRAMME**

**LIBRARIES, DEVELOPMENT, AND THE UN 2030 AGENDA**

**TOPIC 2: THE ROLE OF LIBRARIES IN THE UN 2030 AGENDA**

**ACTIVITY 2.5: YOUR AWARENESS CAMPAIGN**

**INSTRUCTIONS**

When you return home, you will need to embark on a programme to raise awareness about the UN 2030 Agenda, the Sustainable Development Goals and the development planning processes in your country or region.



**How will you do this?**

Think about the following questions and come up with some ideas about what you could do:

* + What are the objectives of your awareness campaign?
  + Who will help you organise the campaign?
  + Who will your target audiences be?
  + Who would you like to partner with?
  + What type of activities could you undertake?
  + What are the timelines for your campaign?
  + What communication strategies will you use?

**Our awareness campaign for the UN 2030 Agenda**

|  |  |  |
| --- | --- | --- |
| 1. What are the objectives of your awareness campaign? | |  |
| 1. Who will help you organise the campaign? | |  |
| 1. Who will your target audiences be? | |  |
| 1. Who would you like to partner with? | |  |
| 1. What type of activities could you undertake? |  | |
| 1. What are the timelines for your campaign? |  | |
| 1. What communication strategies will you use? |  | |
| 1. Other ideas |  | |