International Federation of Library Associations and Institutions

Regional Advocacy Priorities Study Results

Global Report

10-28-2021

Contents

1. Introduction

Ahead of the creation of IFLA's new regional structures, which will have an important role in building capacity for advocacy for libraries at all levels, strengthening the voice of libraries, we wanted to get a first idea of where current advocacy efforts focus around the world.

Through a survey, we therefore looked to build an understanding of the following:

1) Levels of focus on financial support for different types of library
2) Levels of focus on different policy issues relevant for libraries
3) Level of engagement in different types of activity associated with advocacy

We also asked respondents to set out whether they were answering on behalf of an association or institution, or rather as an individual, and then to say what size of association or institution they represent. This allows us to get an idea of differences not only between regions, but between associations (which tend to have a stronger focus on advocacy anyway) and institutions, and between larger and smaller players.

The survey was open over a period of weeks in June-July 2021. It does not claim to be exhaustive at all, but rather hopefully offers some useful conversation starters, not just in IFLA's new regional structures but also more broadly. We hope it will inspire further reflection, and then action to respond to the field's advocacy needs. Happy reading!

Please note that we use the following abbreviations in this report:

AO = Asia-Oceania
EU = Europe
LAC = Latin America and the Caribbean
MENA = Middle East and North Africa
NA = North America
SSA = Sub-Saharan Africa

2. Responses

In total, there were 506 complete responses to the survey, of which 384 came with an identified country of origin (allowing us to attribute them to a region). 406 respondents indicated whether they were from an association or institution, or were answering in a personal capacity. Respondents came from all regions of the world.

2.1 Responses per region

Responses

AO = Asia Oceania

EU = Europe

LAC = Latin America and Caribbean

MENA = Middle East and North Africa

NA = North America

SSA = Sub-Saharan Africa

SSA, 33
AO , 89
NA, 52
MENA, 43
EU, 89
LAC , 78
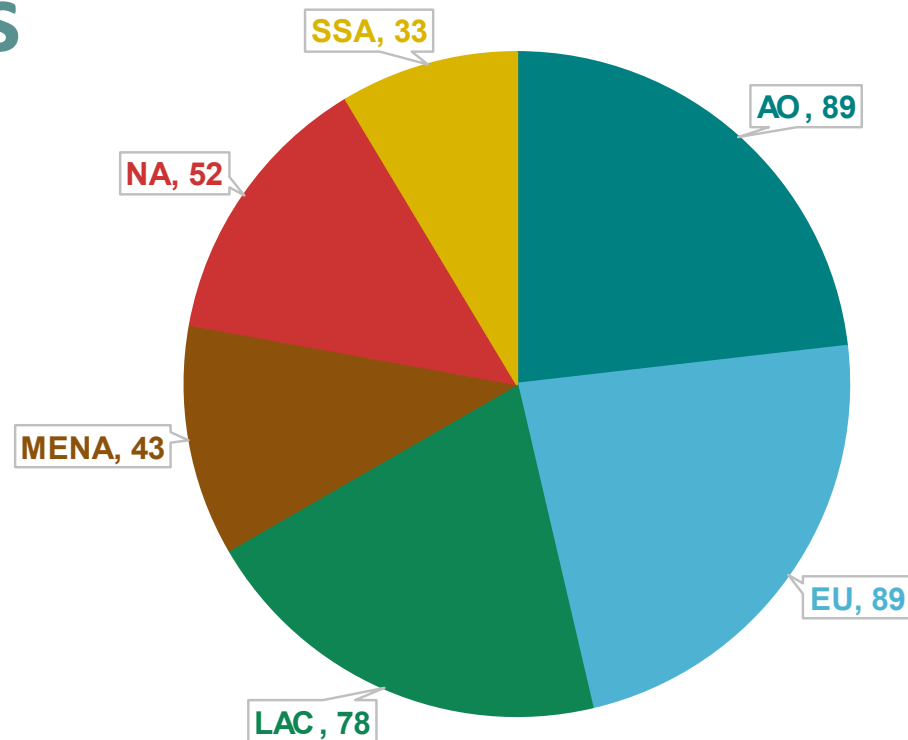
Chart 2.1 In this pie chart you see the distribution of answers per region. In total 384 responses came with an identified country of origin, which allowed us to attribute them to a specific region, according to the country classification we are using. Out of these responses, the Asia and Oceania region (AO) and the European region (EU) had the most respondents, with 89 each. The Latin America and the Caribbean (LAC) region follows with 78 respondents. North America (NA) comes next, with 52 responses, then Middle East and North Africa (MENA) with 43 responses, while the survey was answered by 33 respondents in the Sub-Saharan Africa (SSA) region. While it is very good that we received at least 33 answers from reach region, we note that there must be more work in engaging members and non-members in some regions, in order to get a wider view of advocacy priorities, practices and capacities.

REGIONAL ADVOCACY PRIORITIES – AN IFLA SURVEY
WORLD RESPONSES

Andorra	Colombia	Honduras	Malaysia	Peru	Thailand
Argentina	Costa Rica	Hungary	Mali	Philippines	Timor-Leste
Armenia	Croatia	India	Malta	Poland	Turkey
Australia	Cuba	Indonesia	Mauritius	Puerto Rico	Uganda
Austria	Czechia	Iraq	Mexico	Qatar	United Arab Emirates
Bahamas	Denmark	Ireland	Micronesia (Federated	Romania	United Kingdom of
Bangladesh	Ecuador	Italy	States of)	Russian Federation	Great Britain and
Belgium	Egypt	Jamaica	Mongolia	Rwanda	Northern Ireland
Bolivia (Plurinational State of)	El Salvador	Japan	Morocco	Samoa	United States of
Botswana	Estonia	Jordan	Myanmar	Serbia	America
Brazil	Ethiopia	Kazakhstan	Netherlands	Singapore	Uruguay
Cambodia	Fiji	Kenya	New Caledonia	Slovakia	Uzbekistan
Canada	France	Latvia	New Zealand	Slovenia	Zambia
Chile	Georgia	Lebanon	Nigeria	South Africa	
China	Germany	Lesotho	North Macedonia	Spain	
China Hong Kong Special	Greece	Libya	Northern Mariana Islands	Sri Lanka	
Administrative Region	Guam	Lithuania	Oman	State of Palestine	
China Macao Special	Guatemala	Luxembourg	Pakistan	Sweden	
Administrative Region	Haiti	Madagascar	Paraguay	Switzerland	

Chart 2.2.1 This is the alphabetical list of countries, from which we received responses to this survey.

2.2.2 Global list of responses per country

Country (in alphabetical order)	Responses
Andorra	1
Argentina	16
Armenia	3
Australia	10
Austria	1
Bahamas	1
Bangladesh	2
Belgium	2
Bolivia (Plurinational State of)	2
Botswana	2
Brazil	3
Cambodia	2
Canada	34
Chile	4
China	14
China Hong Kong Special Administrative Region	1
China Macao Special Administrative Region	3
Colombia	8
Costa Rica	18
Croatia	22
Cuba	2
Czechia	1
Denmark	2
Ecuador	5
Egypt	6
El Salvador	1
Estonia	1
Ethiopia	2
Fiji	3
France	1
Georgia	2
Germany	5
Greece	3
Guam	1
Guatemala	1
Haiti	1
Honduras	2
Hungary	1
India	6
Indonesia	2
Iraq	1
Ireland	2
Italy	4
Jamaica	3
Japan	3
Jordan	4
Kazakhstan	1
Kenya	2
Latvia	1
Lebanon	2
Lesotho	1
Libya	2
Lithuania	1
Luxembourg	1
Madagascar	2
Malaysia	9
Mali	2
Malta	1
Mauritius	1
Mexico	3
Micronesia (Federated States of)	1
Mongolia	1
Morocco	1
Myanmar	3
Netherlands	4
New Caledonia	1
New Zealand	6

Nigeria	4	Spain	10
North Macedonia	1	Sri Lanka	5
Northern Mariana Islands	1	State of Palestine	1
Oman	3	Sweden	3
Pakistan	2	Switzerland	3
Paraguay	1	Thailand	3
Peru	1	Timor-Leste	1
Philippines	3	Turkey	1
Poland	2	Uganda	1
Puerto Rico	4	United Arab Emirates	21
Qatar	2	United Kingdom of Great Britain and Northern Ireland	4
Romania	2	United States of America	18
Russian Federation	1	Uruguay	2
Rwanda	1	Uzbekistan	1
Samoa	1	Zambia	13
Serbia	1	**Total**	**384**
Singapore	3	Blanks	122
Slovakia	1	**Grand total of responses**	**506**
Slovenia	1		
South Africa	2		

Chart 2.2.2 This is the alphabetical list of countries and how many responses we received from each one. We had in total 506 responses, out of which 384 responses came with a country of origin, while 122 respondents answered the survey without identifying their country of origin.

REGIONAL
ADVOCACY
PRIORITIES –
AN IFLA SURVEY
WORLD RESPONSES
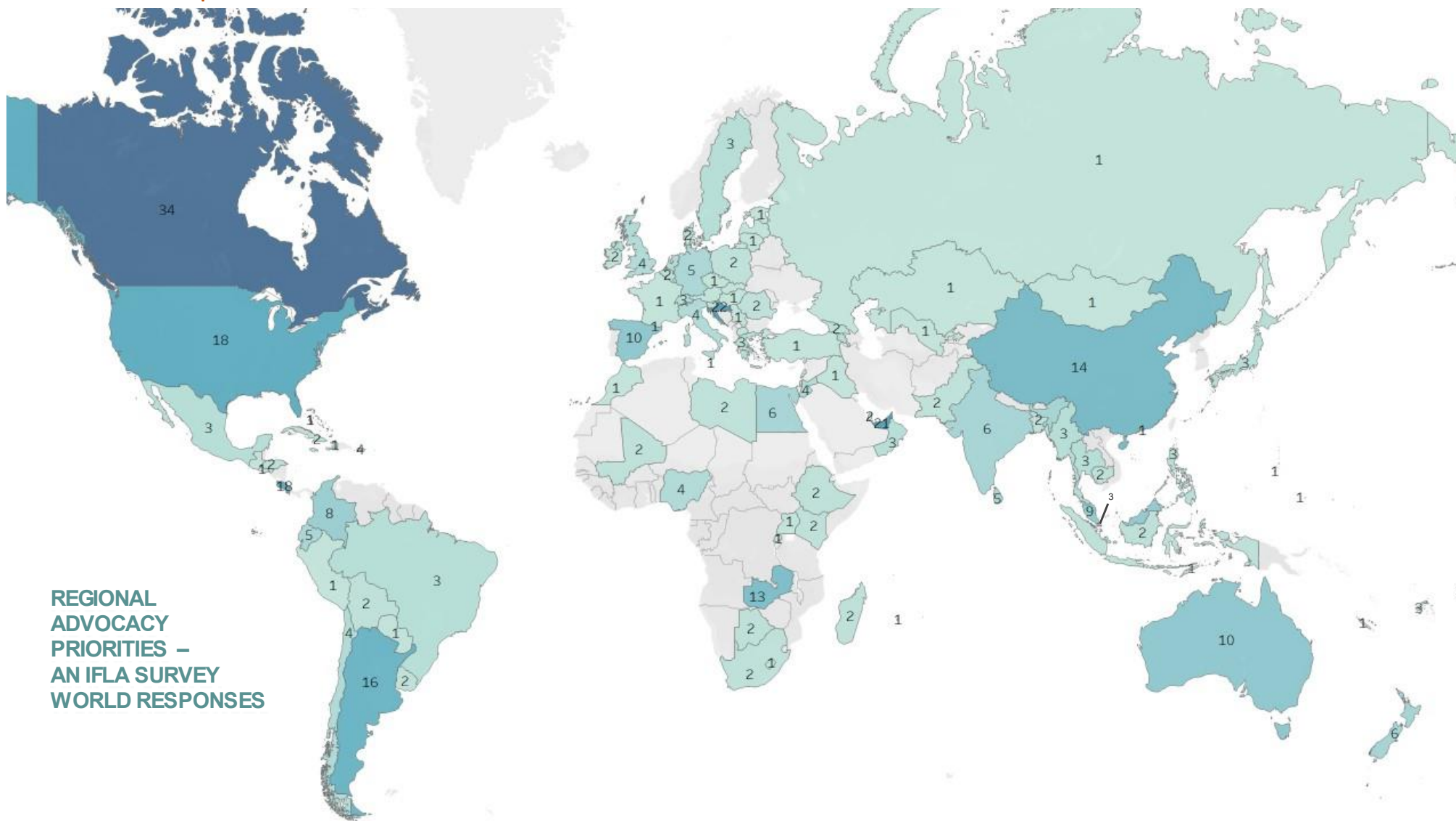
Chart 2.2.3 This World Map shows visually the number of responses per country. The darker the blue colour, the more responses were received. Where there is brighter blue, there were fewer responses. The countries that are in grey are the ones that we have not heard from – something to work on in the future.

2.3.1 Association/institution/individual – global view

(blank) (100) 20%

as an individual (238) 47%

on behalf of an Institution (105) 21%

on behalf of an Association (63) 12%
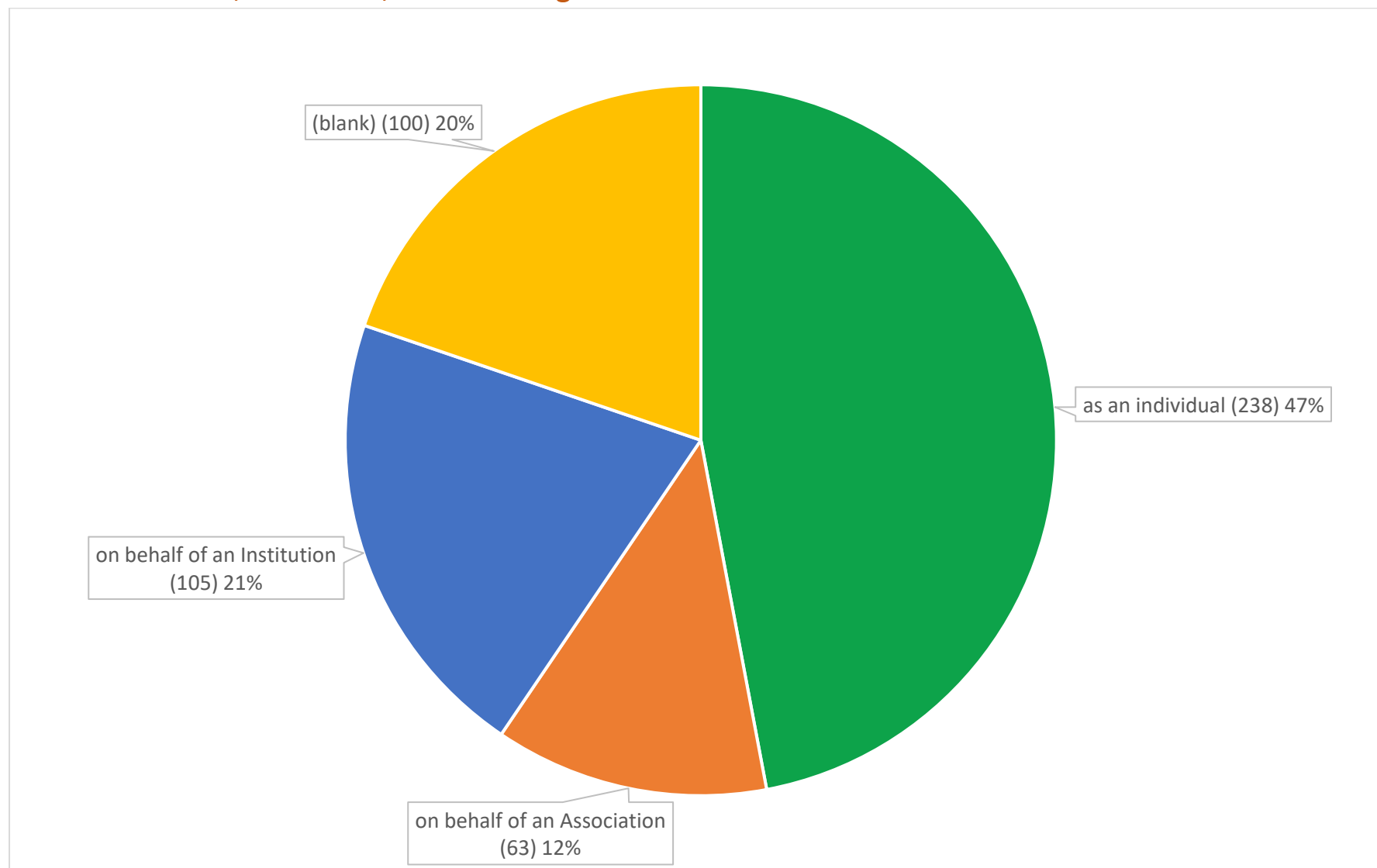
Chart 2.3.1 In this pie chart you see the distribution of answers as per the capacity in which respondents filled in the survey. Most answers (238) came from individuals, while 105 answers came from respondents who were representing Institutions and 63 answers came from respondents who were representing library associations. 100 respondents didn't specify whether they were submitting the survey as individuals or representing an institution or an association.

2.3.2 Association/institution/individual – per region

	on behalf of an Institution	on behalf of an Association	as an individual	(blank)	Grand Total
AO	34	12	48		94
EU	18	16	55		89
LAC	8	18	52		78
MENA	8	4	33		45
NA	24	5	26		55
SSA	9	5	18		32
(blank)	4	3	6	100	113
Grand Total	**105**	**63**	**238**	**100**	**506**
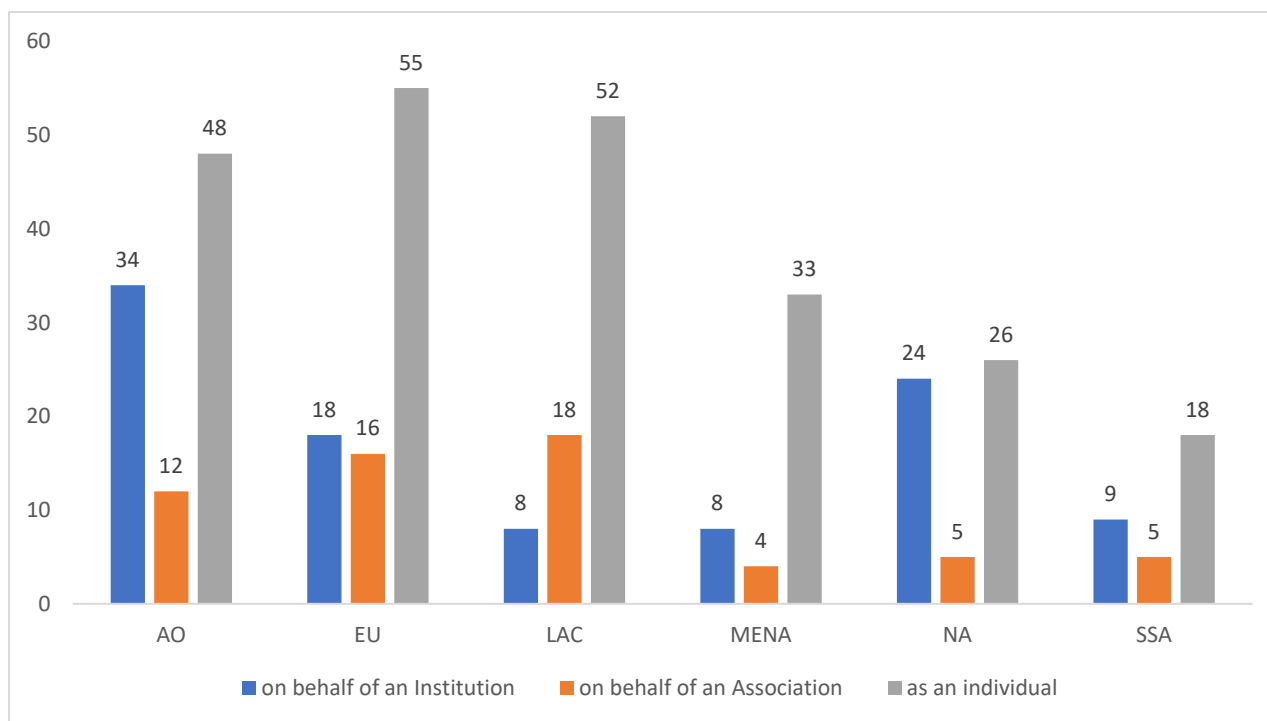
Chart 2.3.2 In this chart we see how many individuals or representatives of institutions or associations submitted the survey per region. We had more associations than institutions answering the survey in the LAC region, while in the other regions (EU, AO, MENA NA and SSA), we had more Institutions than Associations. In all regions of course, the largest single number of responses came from individuals.

2.3.3 Types of association: breakdown of IFLA bands – global view

Types of Association - global view

Big (14) 24%

Medium (5) 8%

Small (40) 68%
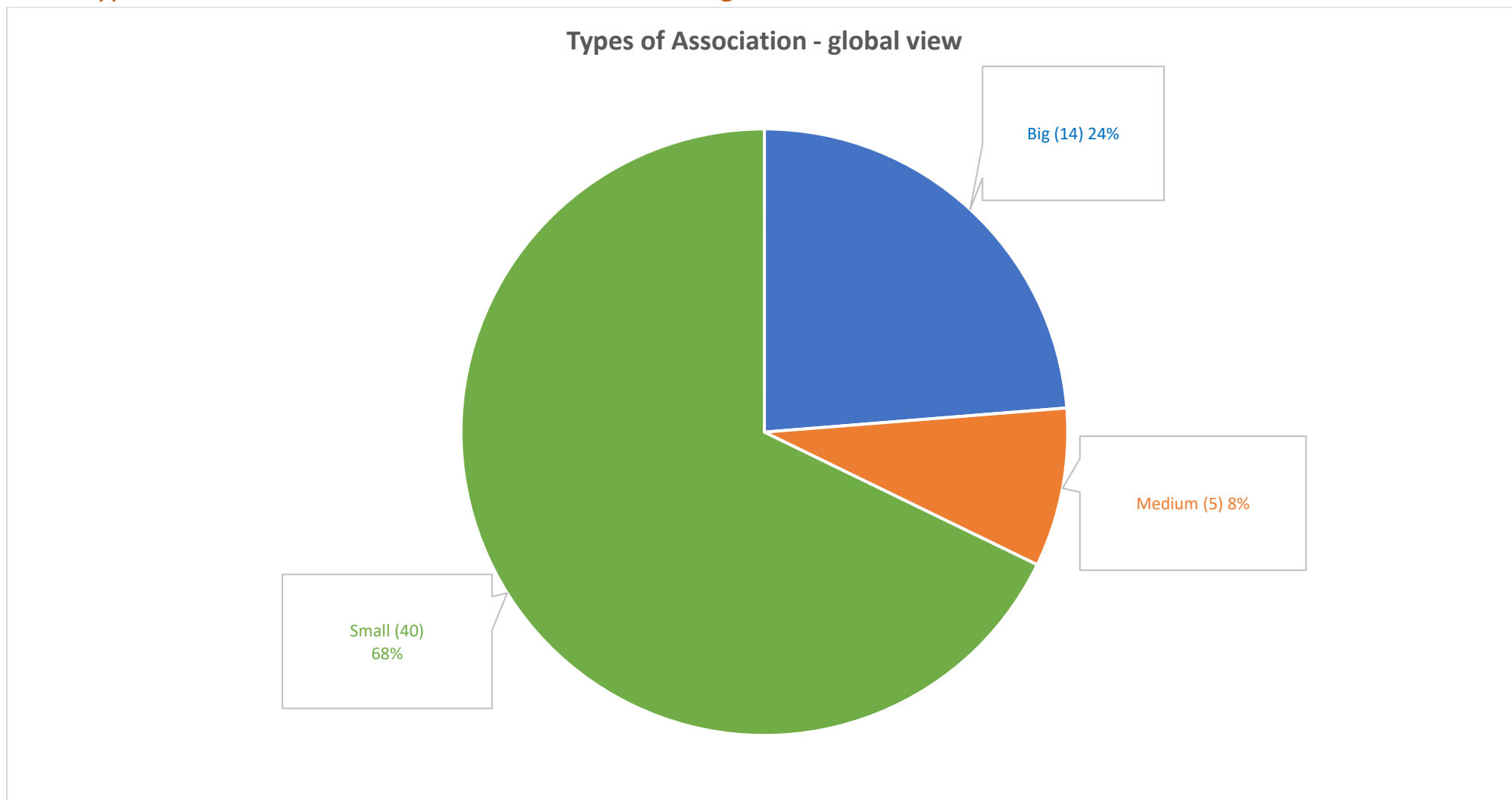
Chart 2.3.3 In this pie chart you see the global view of the distribution of Associations, per their size. The Library Associations have been categorised based on the band they fall, or they would fall into, if they were IFLA members. Big Association = Bands 1-4 on the IFLA Membership scale; Medium Association = Bands 5-8 on the IFLA Membership scale; Small Association = Bands 9-12 on the IFLA Membership scale. Out of the 63 total responses that we received from Library Associations, 40 of them came from small associations, 5 from medium and 14 from big library associations.

2.3.4 Association respondents by size – per region

Types of Associations - per region

	AO	EU	LAC	MENA	NA	SSA
Big	4	5	3	1	1	
Medium		4			1	
Small	7	7	15	3	3	5

Legend: ■ Big ■ Medium ■ Small
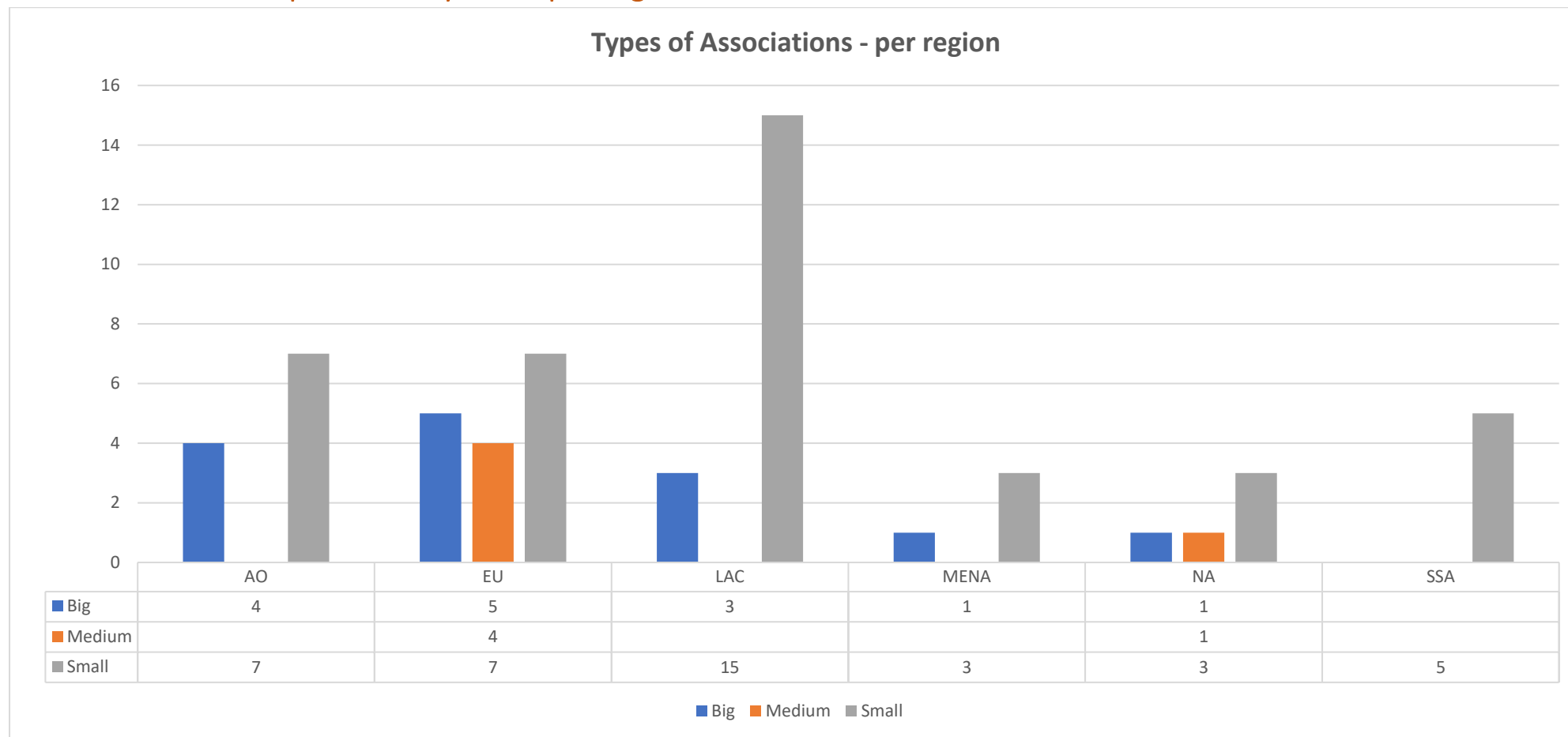
Chart 2.3.4 In this table you see the distribution of associations, by size, per region. We received responses only from big and small library associations in AO, LAC, and MENA, and only from small ones in SSA. There were only contributions from medium library associations in the EU and NA regions. There were responses from small library associations from all regions, but mostly from the LAC region. The most equal distribution of associations of different was in the EU region.

2.3.5 Size of institution: breakdown of small/medium/large institutions – global view

Size of Institutions - global view

Small (27) 27%

Large (38) 37%

Medium (36) 36%
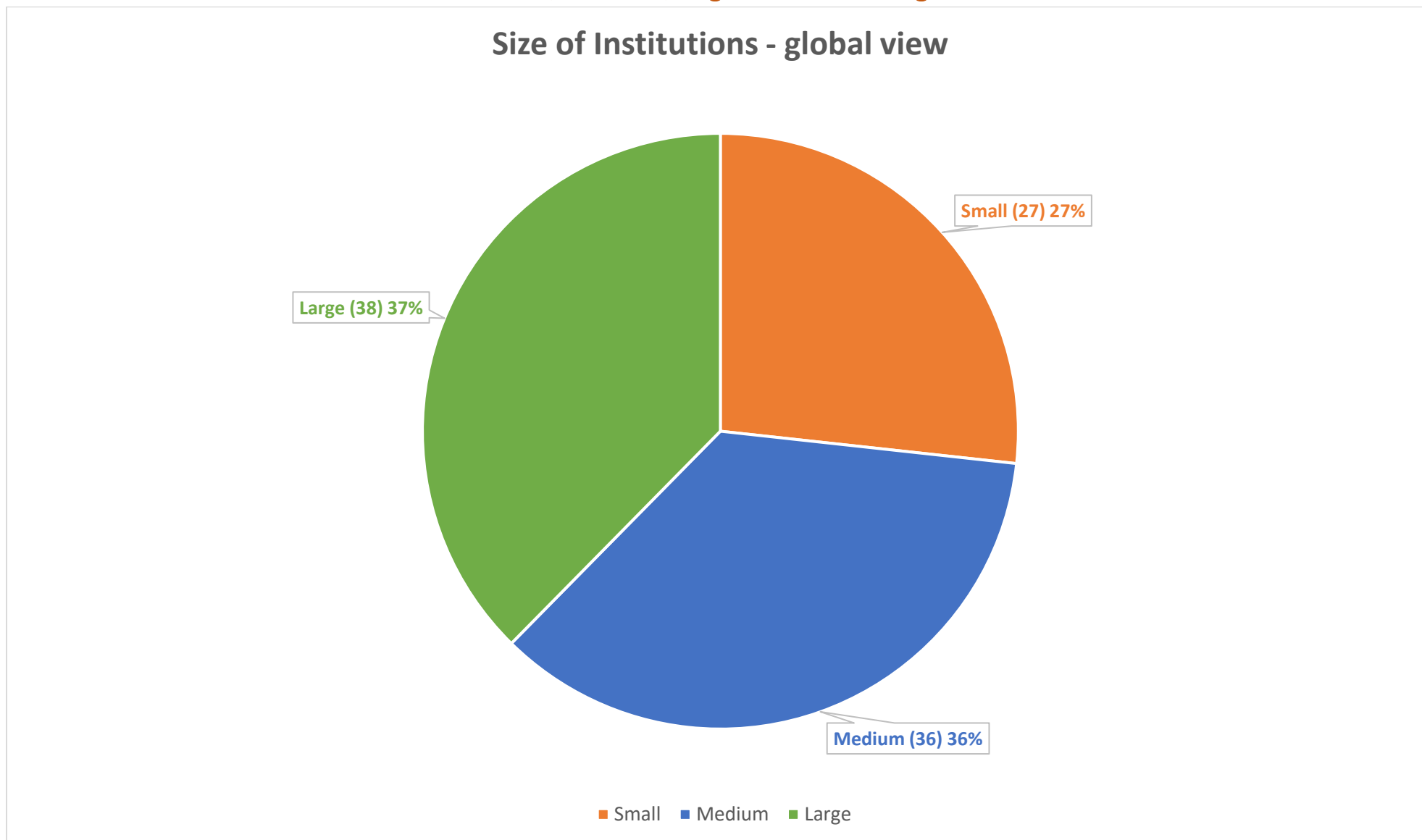
■ Small ■ Medium ■ Large

Chart 2.3.5 In this pie chart you see the global view of the distribution of Institutions, as per their size. This categorisation into small, medium, or large institution is according to a self-assessment by each institution within their country, based on their budget and staff on their payrolls. There is an almost even distribution among the three categories: we received 38 responses from large institutions, 36 from medium institutions and 27 from small institutions.

2.3.6 Size of institution: breakdown of small/medium/large institutions – per region

Size of Institutions - per region

	AO	EU	LAC	MENA	NA	SSA
■ Small	7	4	4	2	5	5
■ Medium	12	6	2	4	11	1
■ Large	15	8	2	2	8	3

■ Small ■ Medium ■ Large
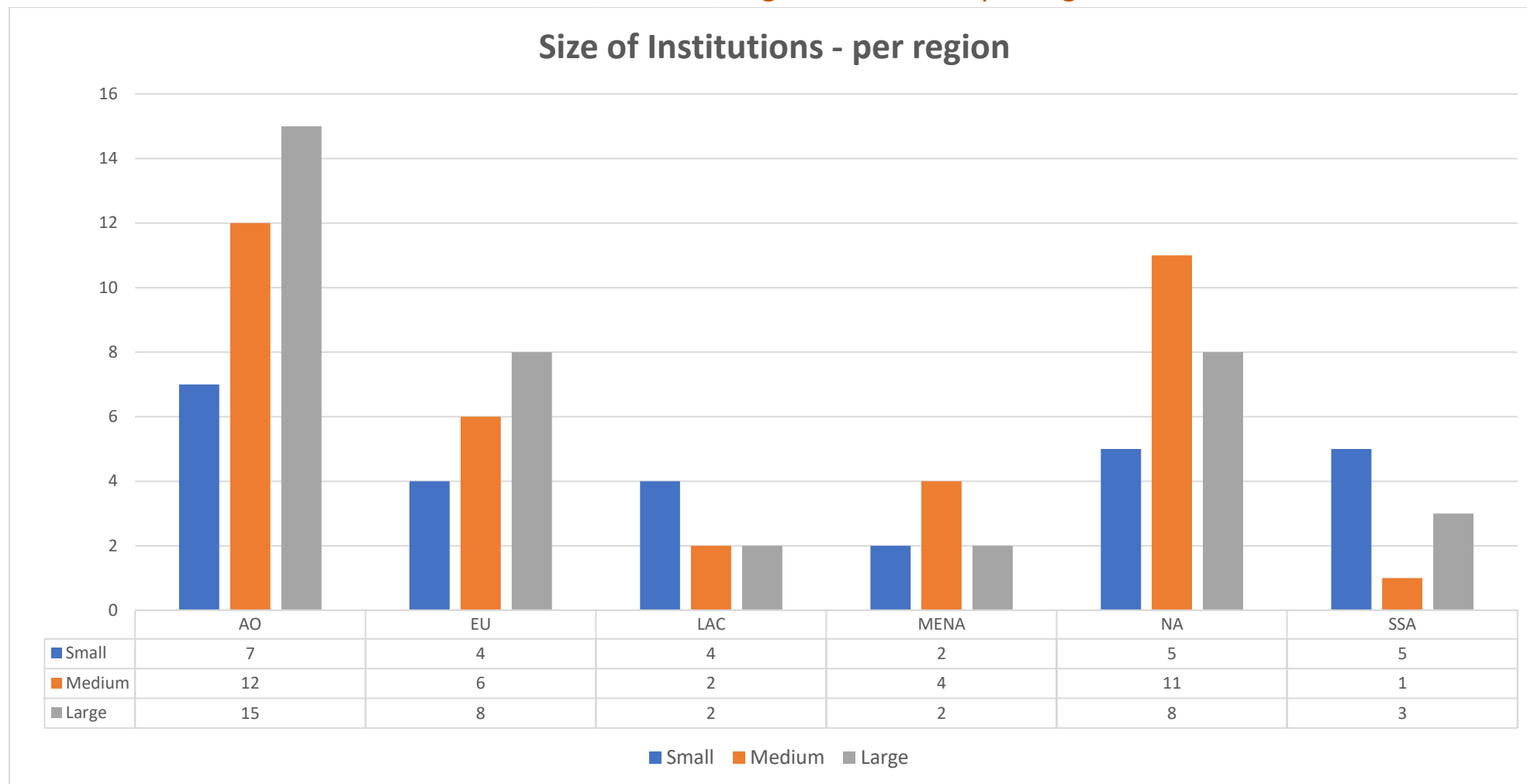
Chart 2.3.6 In this table you see the distribution of Institutions, by size, per region. We received responses from all sizes of Institutions in all regions. In the MENA and NA regions, most responses came from medium institutions rather than big or small, while this is different in other regions. For example, in the AO and EU regions, we received most responses from large institutions, while in the LAC and SSA regions we received most responses from small Institutions.

3. Ensuring Financial Support: Priorities by Library Type (1st question)

A first question in the survey focused on the degree to which respondents were particularly focused on specific library types in their advocacy work. More specifically the question was:

"Which of the following issues do you see as thematic priorities for advocacy in your country? Ensuring stronger financial support for public, national, school, academic/research or other type of libraries?"

The goal was to identify whether any library type represented a greater priority in some regions than others, in particular for associations. The results could indicate areas where there may be scope for Regional Division Committees to partner with Sections representing specific library types, in order to identify activities or projects of value.

In the question we asked respondents to ascribe a level of priority to each of the answers. In the Y axis, 1 means "Not at all a priority" and 5 means "Essential".

Ensuring Financial Support: Priorities by Library Type
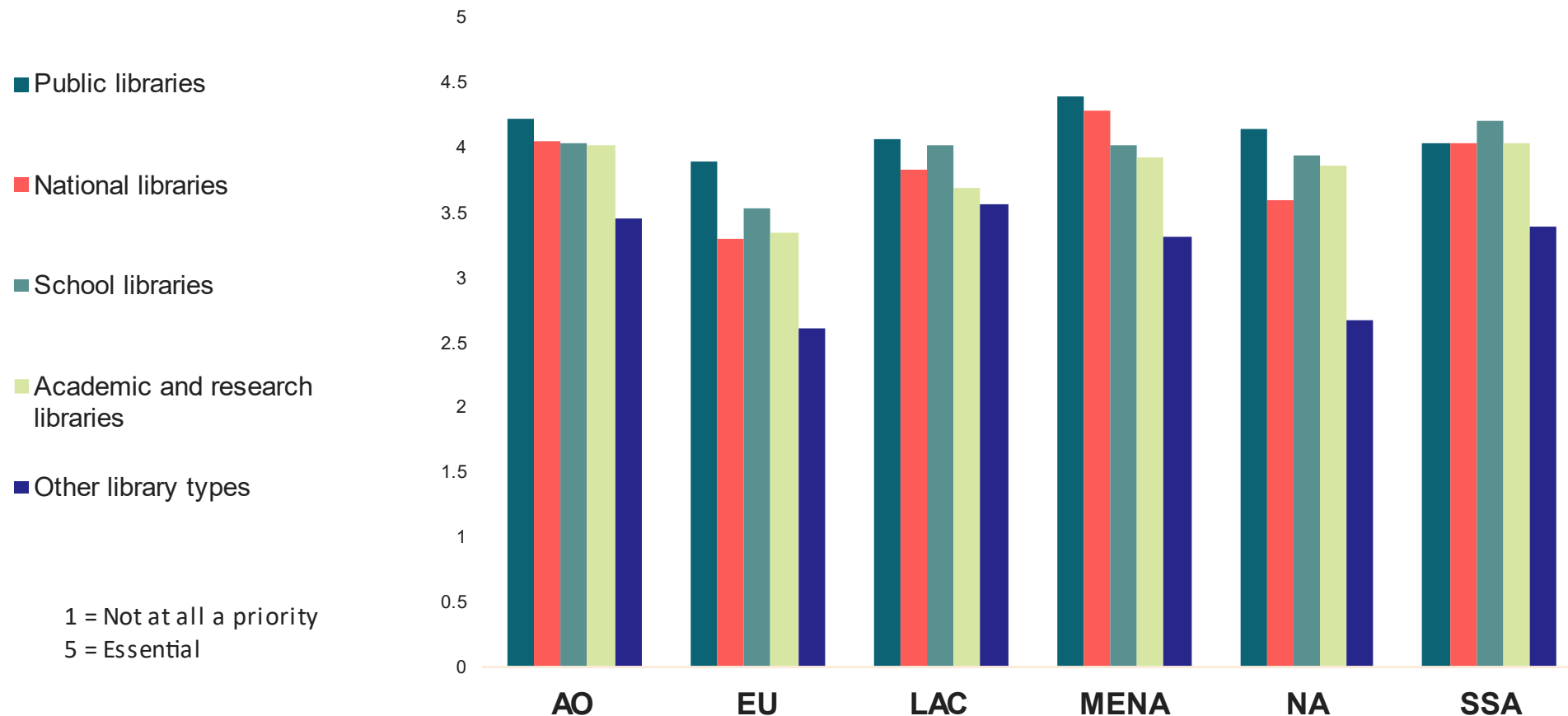
Chart 3.1.1 This is the global view of the answers to the first question about the degree to which respondents were focused on specific library types in their advocacy work. The nature of the respondents may have influenced this result, but we can see that public libraries are the number one priority in all regions, except for SSA where school libraries are considered as the number one priority. National libraries come close behind as a priority in AO and MENA, while school libraries do so in EU, LAC, and NA. We also see that there is a strong focus on academic and research libraries in many places around the world, coming very close to the second priority in AO, EU, NA, and SSA.

Ensuring Financial Support: Priorities by Library Type
AO REGION

1 = Not at all a priority
5 = Essential
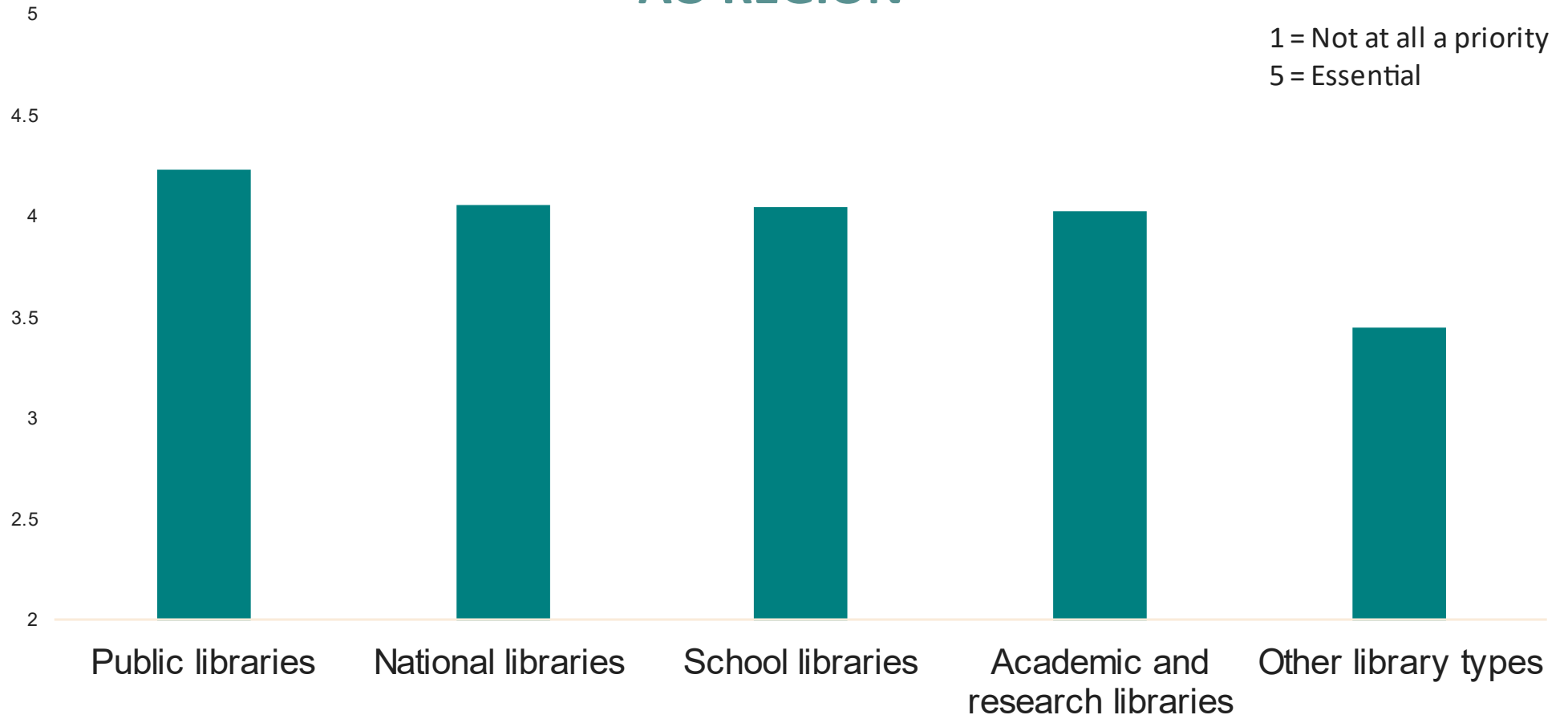
Chart 3.1.2.1 These are the results of the first question for the AO region only. There is a relatively even distribution of the library types. However, financial support for public, and national libraries are seen as top priorities when we are talking about library advocacy.

Ensuring Financial Support: Priorities by Library Type
EU REGION

1 = Not at all a priority
5 = Essential

Chart 3.1.2.2 These are the results of the first question for the EU region only. Financial support for public libraries is the top priority, with school libraries coming next and then academic and research libraries following. National libraries are number 4, while in other regions and in the global view national libraries are considered in the top priorities. This may be down to the fact that national libraries are relatively well-supported in Europe, the nature of the respondents, or other factors.

Ensuring Financial Support: Priorities by Library Type
LAC REGION

1 = Not at all a priority
5 = Essential

Chart values (approximate):
- Public libraries: ~4.06
- National libraries: ~3.83
- School libraries: ~4.01
- Academic and research libraries: ~3.70
- Other library types: ~3.56
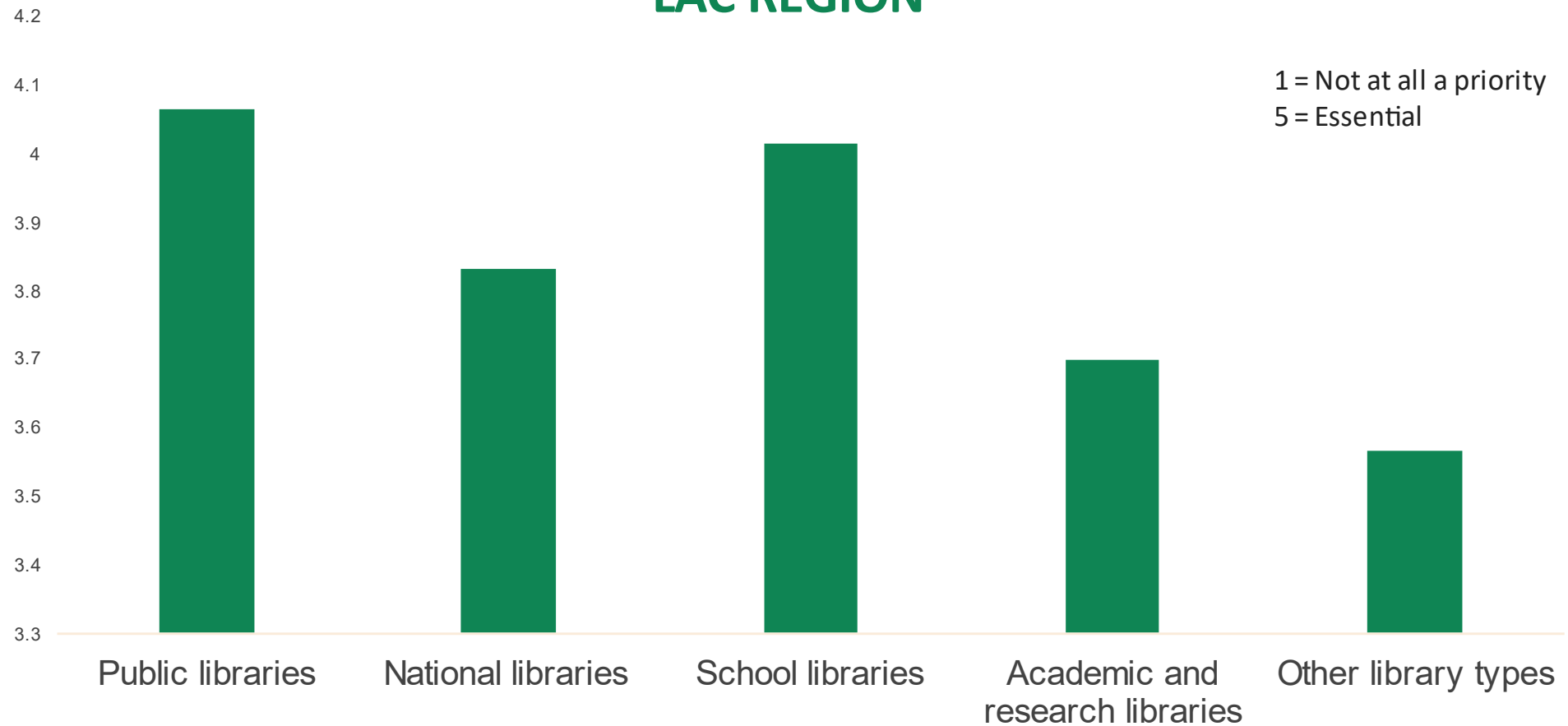
Chart 3.1.2.3 These are the results of the first question for the LAC region only. Financial support for public and school libraries come as top priorities, with public libraries slightly being considered as the most important thematic priority for advocacy in the LAC region. National libraries come as a third priority in the LAC region, with academic and research libraries to follow.

Ensuring Financial Support: Priorities by Library Type
MENA REGION

1 = Not at all a priority
5 = Essential
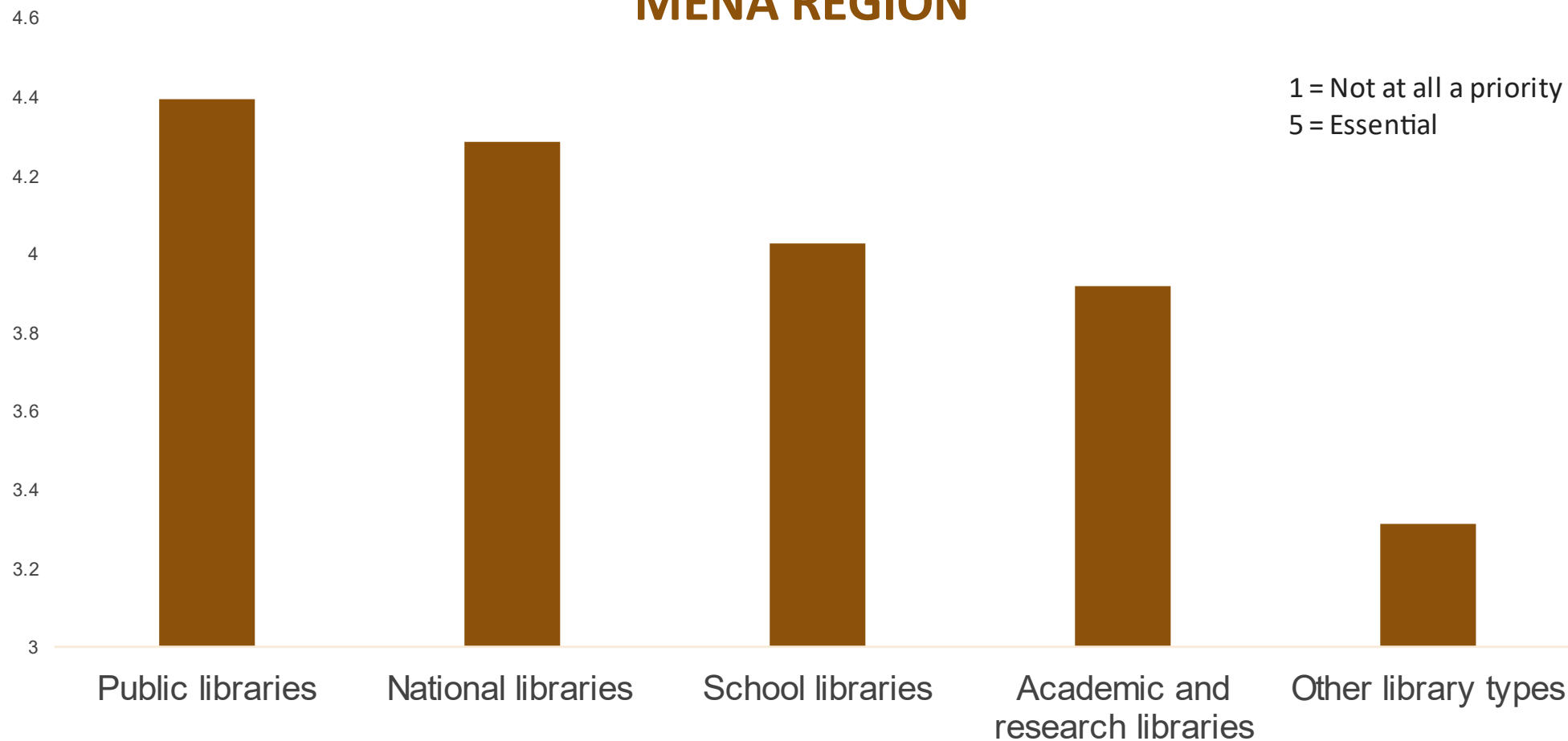
Chart 3.1.2.4 These are the results of the first question for the MENA region only. Public libraries are the priority, as in all other regions too, except for SSA. Showing a different result to the one of the other regions, National libraries come out as the second priority, with school libraries following. Academic and Research libraries come as the fourth priority, as in the LAC region too.

Ensuring Financial Support: Priorities by Library Type
NA REGION

1 = Not at all a priority
5 = Essential

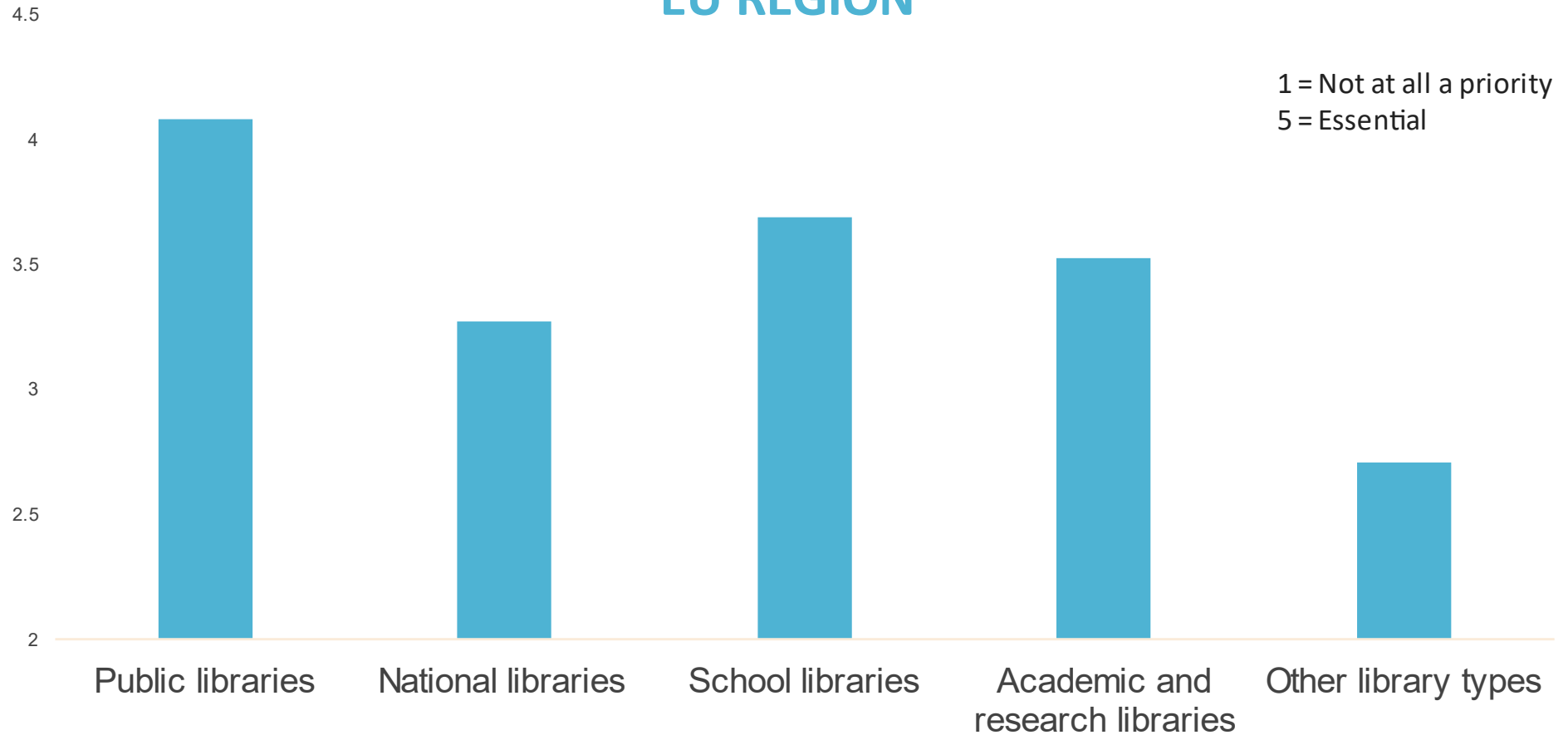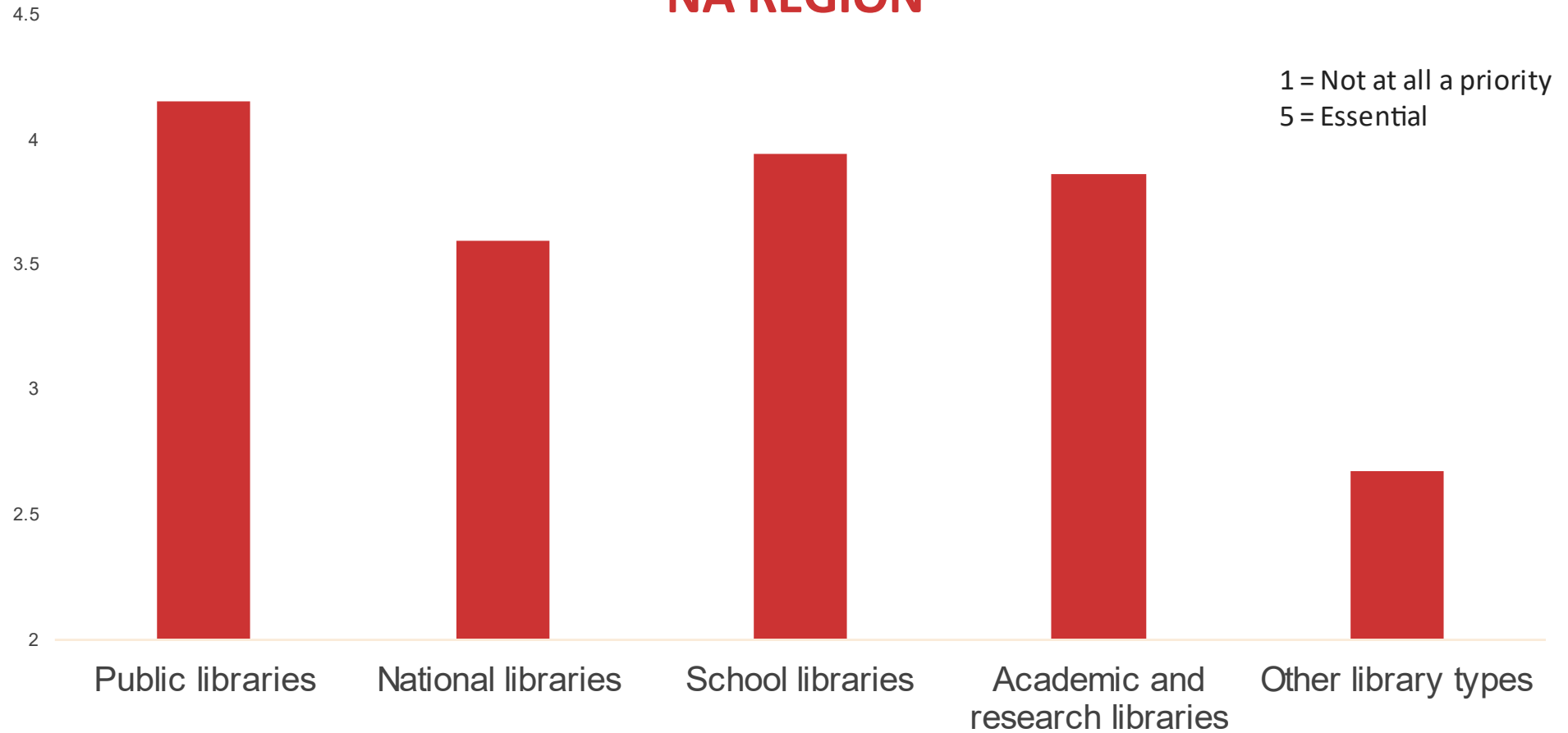**Chart 3.1.2.5** These are the results of the first question for the NA region only. Financial support for public libraries comes out as the most important thematic priority for advocacy to ensure financial support. School libraries and academic and research libraries seem also very important in the NA region. As in the EU region, national libraries come as the fourth priority.

Ensuring Financial Support: Priorities by Library Type
SSA REGION

1 = Not at all a priority
5 = Essential
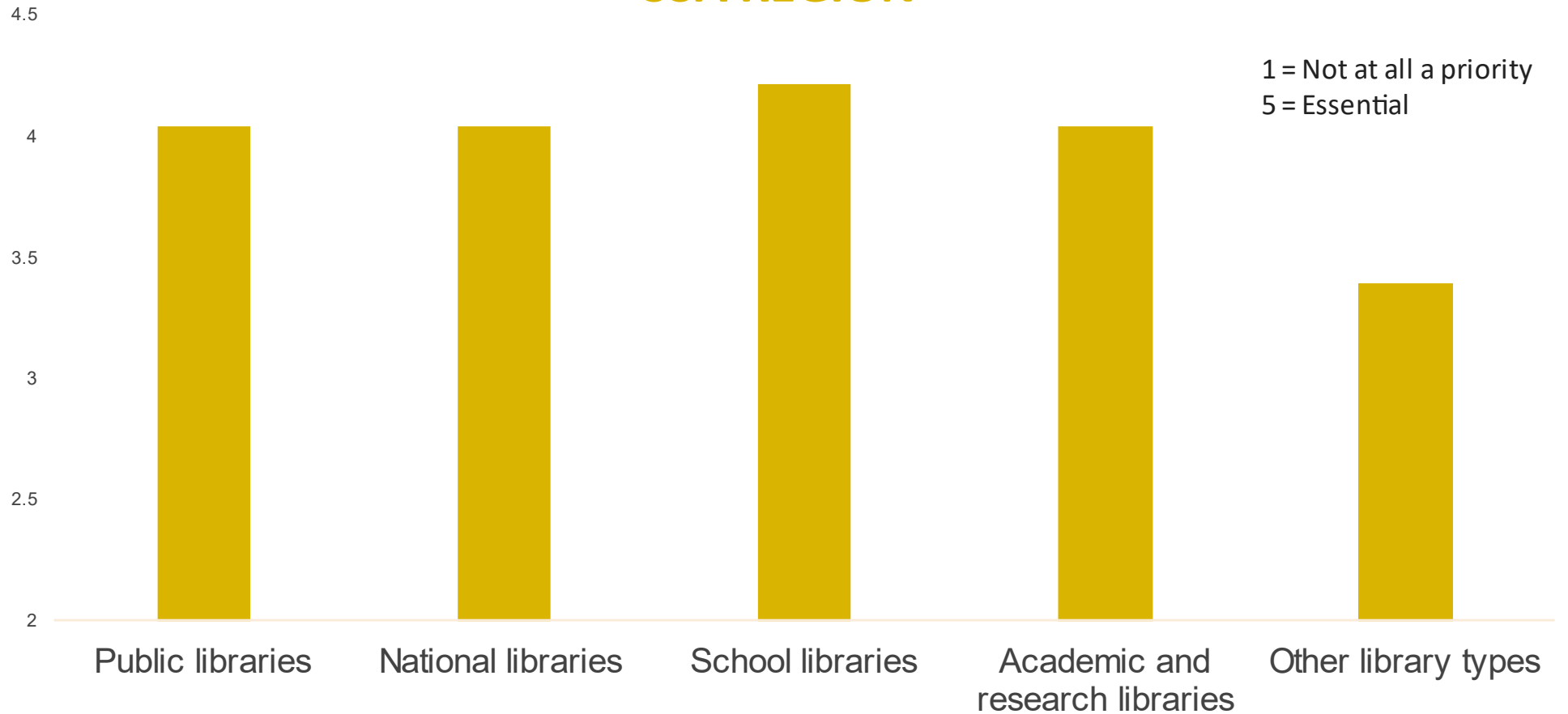
Chart 3.1.2.6 These are the results of the first question for the SSA region only. School libraries are the top priority here, unlike the other regions, where public libraries are the number one priority. So, financial support for school libraries is considered as the top thematic priority. Academic and research libraries are the next priority, with national and public libraries following close behind.

3.2 Associations Level

Associations have a particularly important role in advocacy, often able to act in situations where individual libraries may not be able to, for example because of their status within government. They also of course have a special status within IFLA.

While the results for associations only cover a relatively small number of these, they offer some initial ideas both about where capacity building efforts can focus, including through the sharing of experience within regions.

The survey also asked association respondents to indicate into which IFLA membership band they fell. This allows us to compare the answers for larger, medium-sized and smaller associations. The goal here is to get a sense of whether there's a difference in focus between associations depending on their size, and to identify areas where less well-resourced members may gain from support from Regional Division Committees.

Ensuring Financial Support: Priorities by Library Type
Global view – All regions

Associations' view

Small Associations

Medium Associations

Big Associations

1 = Not at all a priority
5 = Essential

Public libraries National libraries School libraries Academic and research libraries Other library types

Chart 3.2.1 This is the global view of association respondents' answers to the first question. Associations of all sizes in all regions count ensuring financial support for public libraries as the top priority. School libraries are considered as very important (second place) for associations of all types. However, there is a disagreement on the third thematic priority, as small associations consider national libraries and big associations consider school libraries and academic and research libraries as the third most important priority in terms of ensuring financial support.

Ensuring Financial Support: Priorities by Library Type
Global view – All regions

Associations' view

Legend:
- Public libraries
- National libraries
- School libraries
- Academic and research libraries
- Other library types

1 = Not at all a priority
5 = Essential
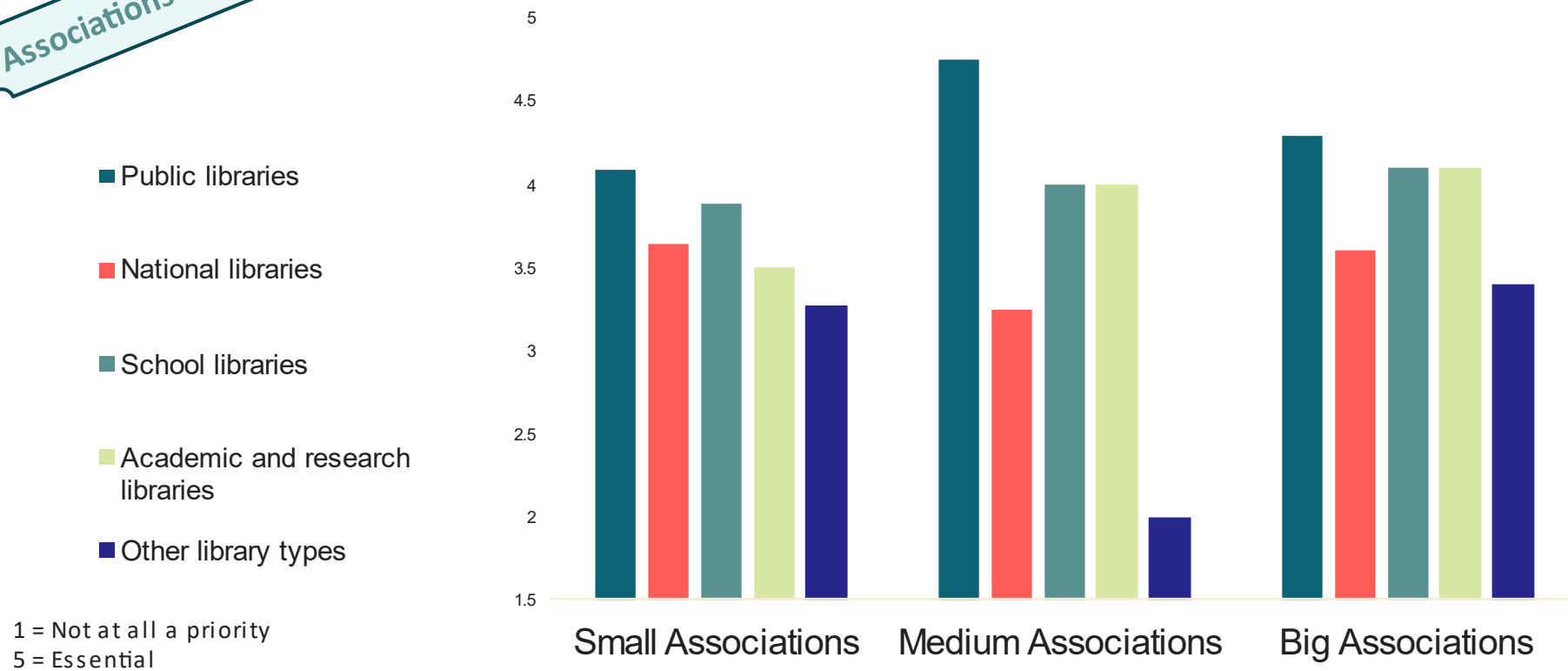
Chart 3.2.2 This is the global view of the association respondents' answers to the first question, by association size. There is a consensus regarding the top priority of ensuring financial support of public libraries. There is a consensus also for school libraries as the second most important library type here. Medium and big associations seem to agree on the importance of academic and research libraries, while small associations consider national libraries as the third priority.

Ensuring Financial Support: Priorities by Library Type

Associations' view

Legend:
- Public libraries
- National libraries
- School libraries
- Academic and research libraries
- Other library types

1 = Not at all a priority
5 = Essential
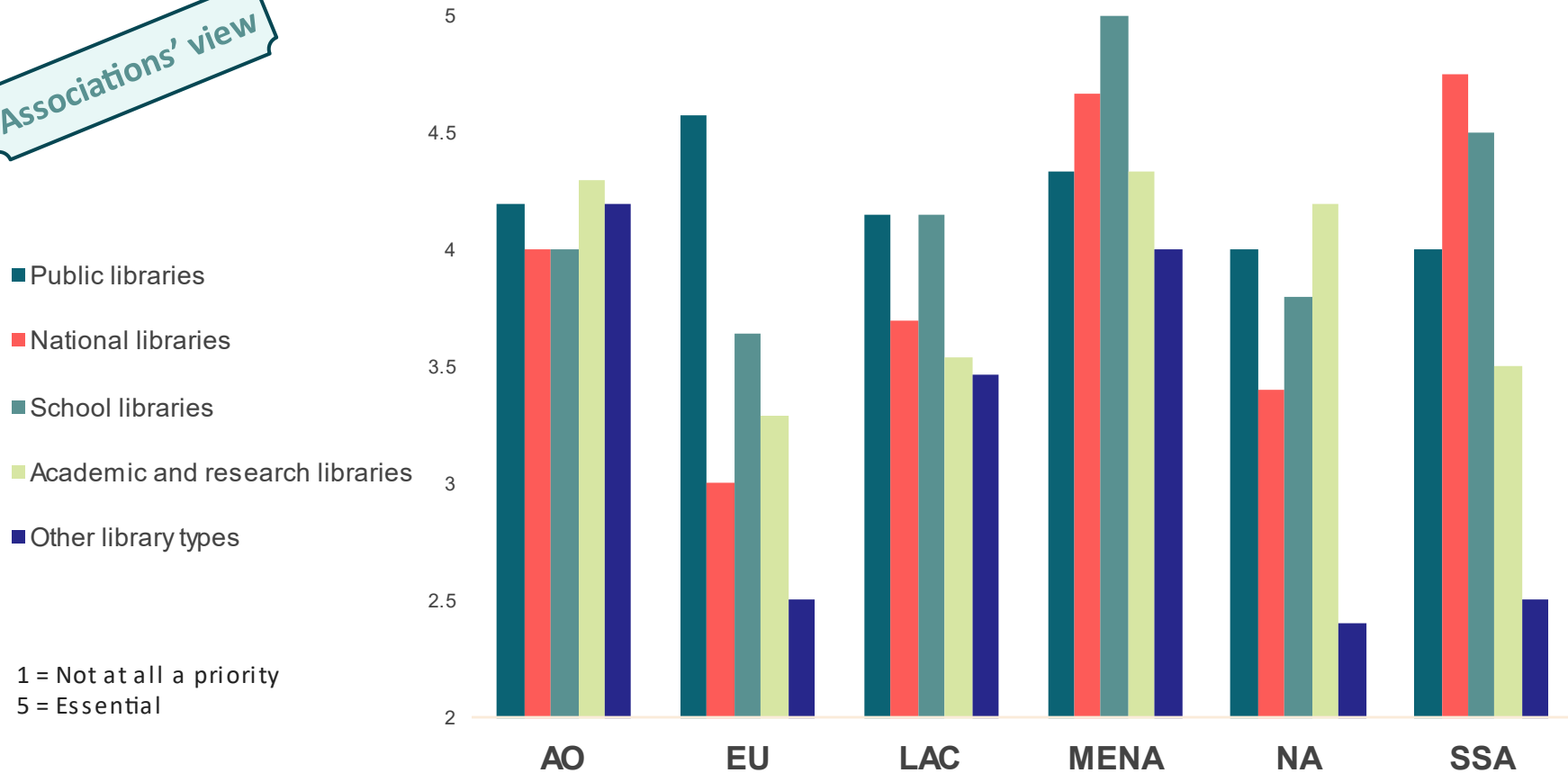
Chart 3.2.3 These are the association respondents' answers to the first question, per region. Associations think differently per region. Public libraries seem the most important thematic priority in the EU region only, while LAC library associations consider them as joint-highest priority with school libraries. Library Associations in the NA and AO regions consider academic and research libraries as their top advocacy priority, while national libraries are considered as top priority only in the SSA region.

Disclaimer: Results have been analysed for those regions, where there were at least 10 responses.

Ensuring Financial Support: Priorities by Library Type
AO REGION

Associations' view
Small, Medium, Big

1 = Not at all a priority
5 = Essential

■ Small Associations   ■ Big Associations

Chart 3.2.4.1 These are the association respondents' answers to the first question, only in the AO region. We had no responses from medium associations in the AO region, therefore in the chart we see the results from small and big library associations only. Interestingly, small AO library associations consider ensuring financial support for public libraries as their top priority, while bigger AO library associations consider public libraries as their last priority. While school libraries are one of the top priorities for big associations, they are the last priority for small AO library associations.

Ensuring Financial Support: Priorities by Library Type
EU REGION

Associations' view
Small, Medium, Big

Legend:
- Small Associations
- Medium Associations
- Big Associations

1 = Not at all a priority
5 = Essential
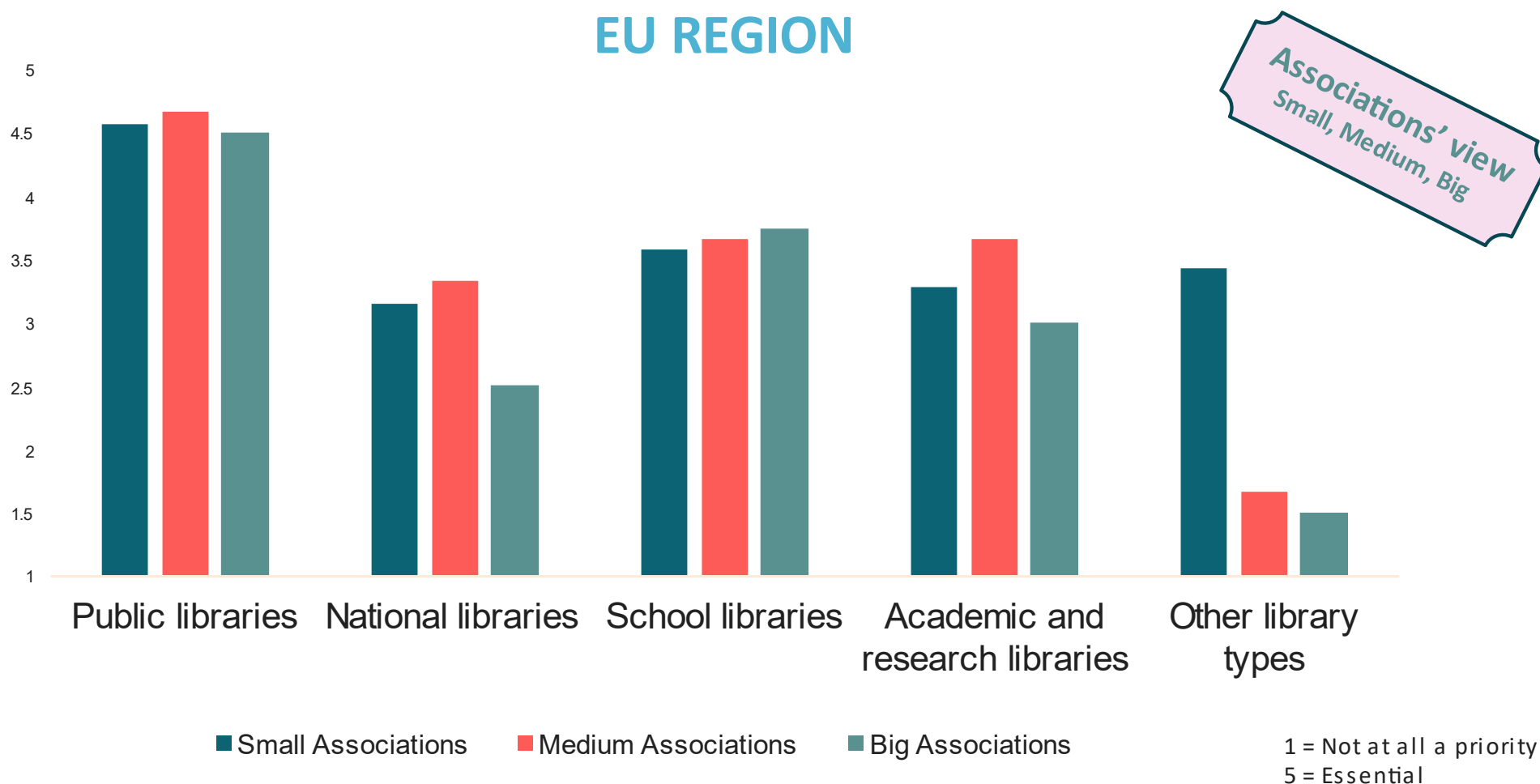
Chart 3.2.4.2 These are the association respondents' answers to the first question, only in the EU region. There seems to be a general consensus for the priorities along all sizes of library associations in the EU region. All consider public libraries as the top priority. Small associations consider that other library types need more attention in terms of financial supporting, while medium and big associations think that school libraries and academic and research libraries come as a second and third priority in the EU region.

Ensuring Financial Support: Priorities by Library Type
LAC REGION

Associations' view
Small, Medium, Big

■ Small Associations
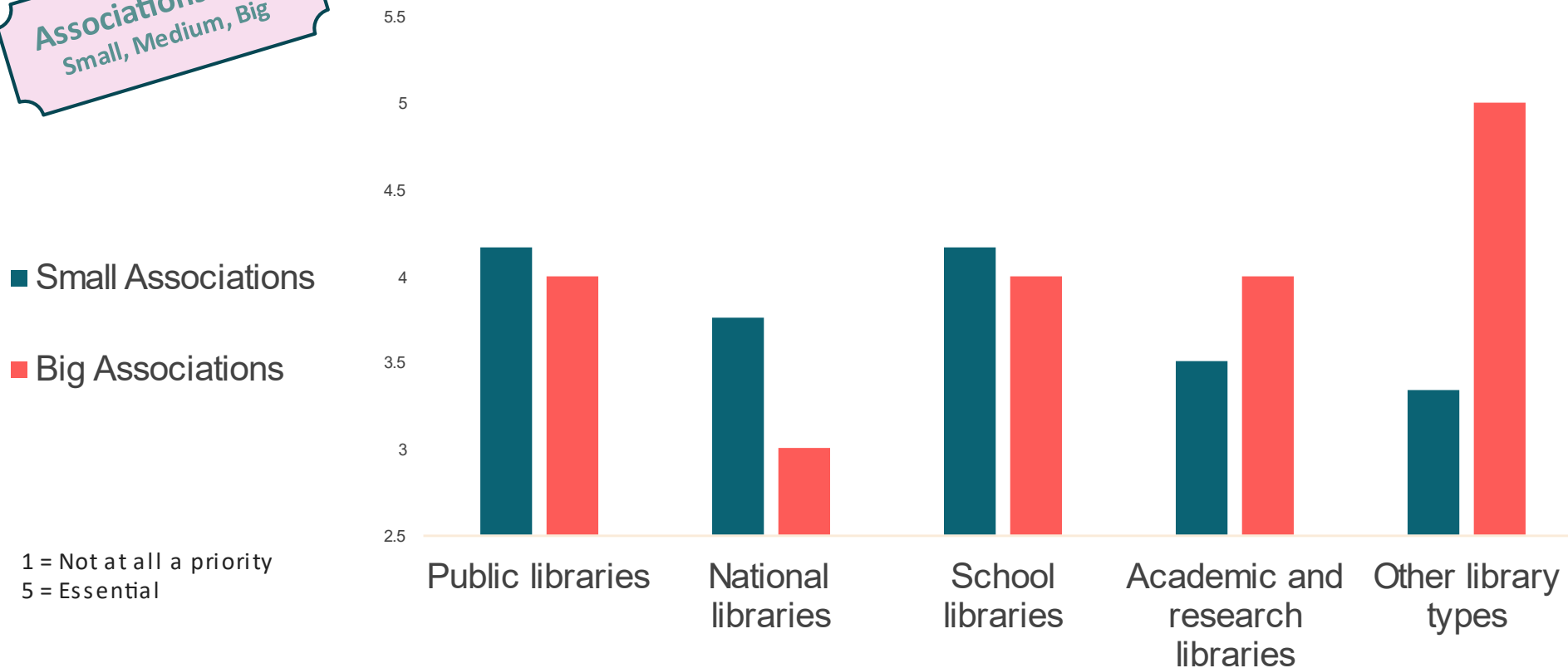
■ Big Associations

1 = Not at all a priority
5 = Essential

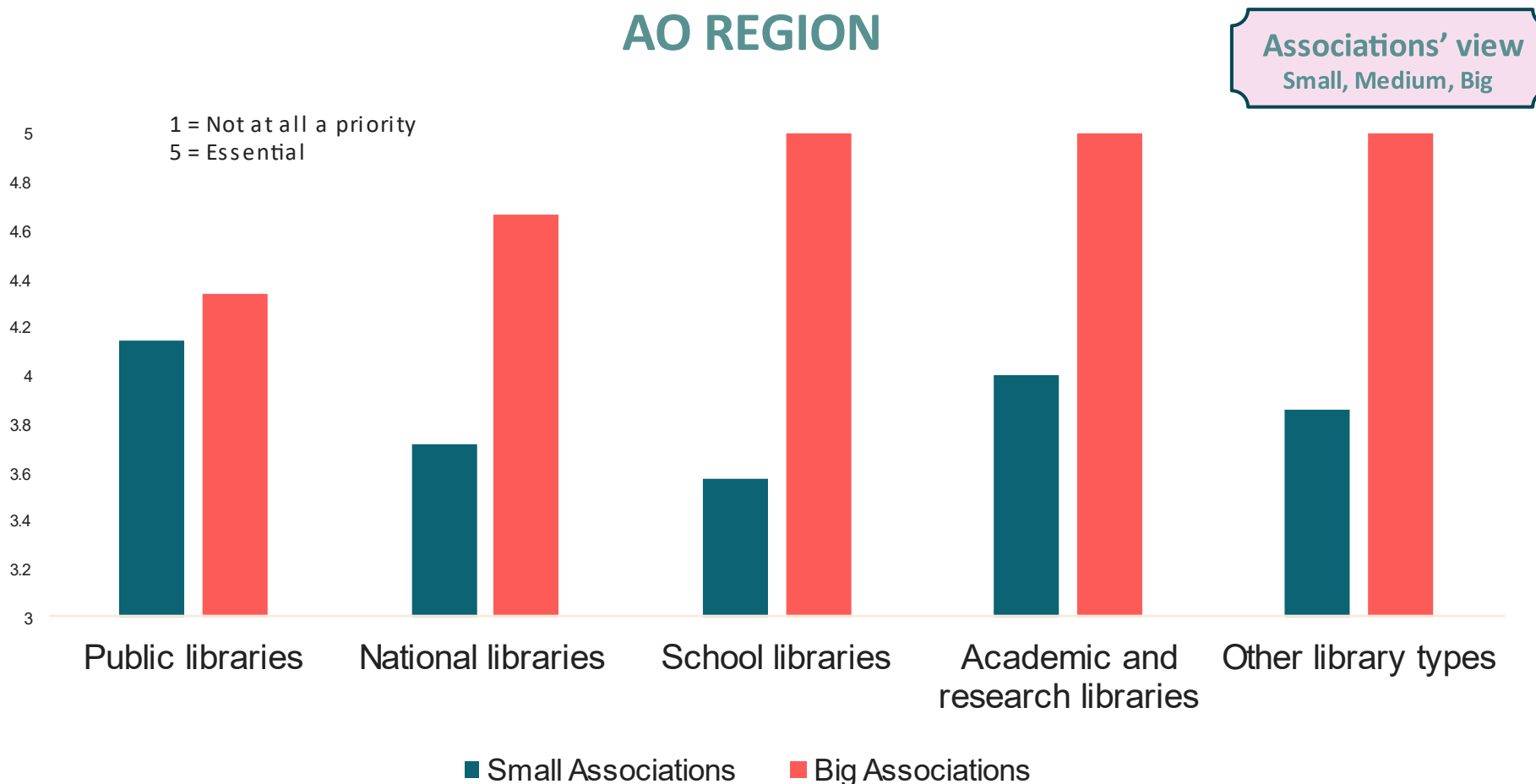**Chart 3.2.4.3** These are the association respondents' answers to the first question, only in the LAC region. We had no responses from medium associations in the LAC region, therefore in the chart we see the results from small and big library associations only. Big associations consider that other library types need advocacy efforts to ensure financial support, in contrast to the small library associations in the AO region that consider public and school libraries as the top priorities. Interestingly, big associations consider national libraries as the library type that needs least advocacy efforts to ensure financial support. It looks like AO big library associations want to change the narrative and ensure financial support for library types -something that has not been done till date probably, as in most countries national libraries get most of the country's financial support.

3.3.1 Global view – view per topic

Ensuring Financial Support: Priorities by Library Type
Global view – All regions

Institutions' view

Legend:
- Small Institutions
- Medium Institutions
- Large Institutions

1 = Not at all a priority
5 = Essential
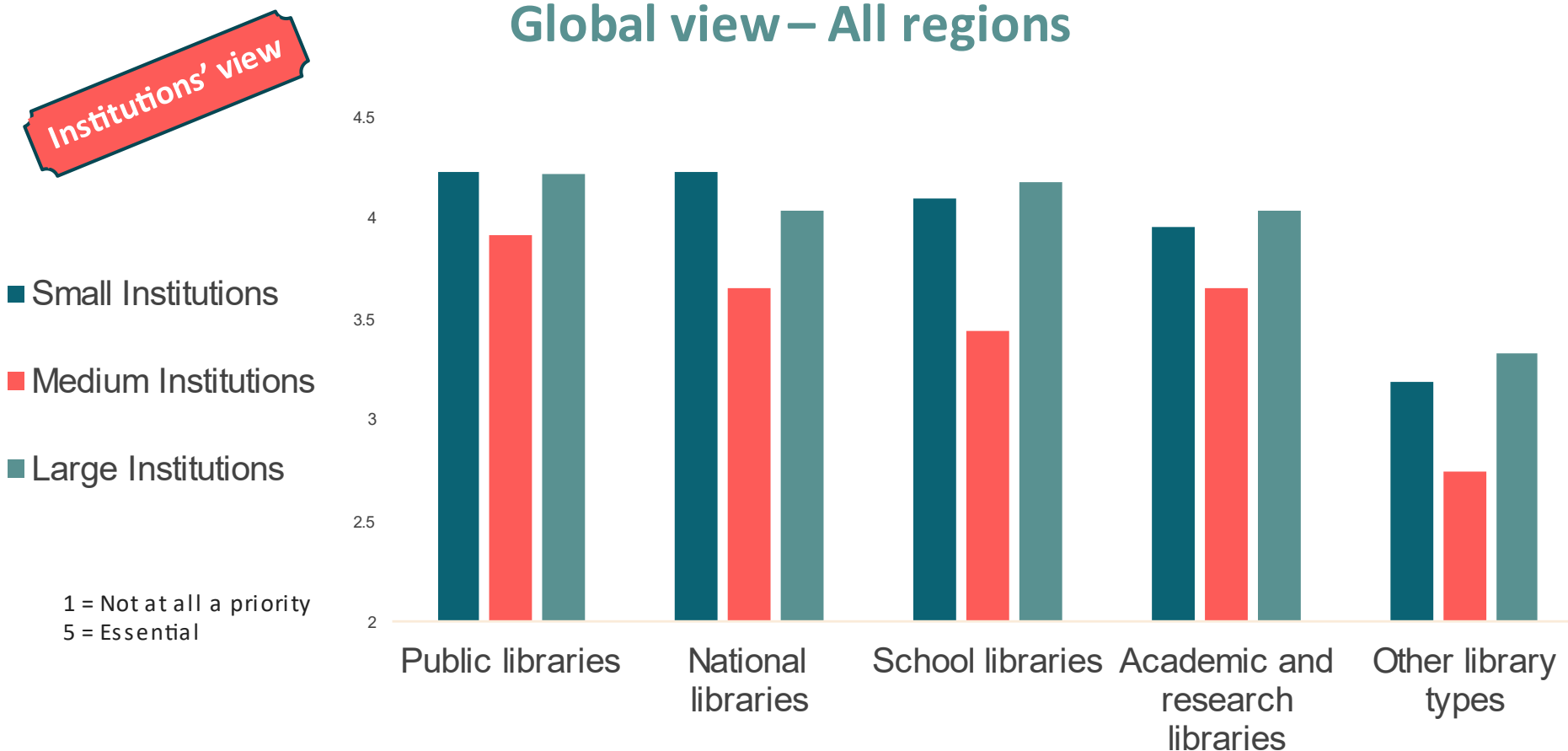
Chart 3.3.1 This is the global view of the institution respondents' answers to the first question. Worldwide, small, medium, and large library institutions consider public libraries as top priority. Small library institutions worldwide consider national libraries equally important to public libraries, with school, academic and research libraries following. In contrast to this result, medium library institutions consider academic and research libraries most important after public libraries, with national and school libraries following. Lastly, large library institutions consider school libraries equally important to public libraries, with national libraries and academic and research libraries following.

Ensuring Financial Support: Priorities by Library Type
Global view – All regions

Institutions' view

1 = Not at all a priority
5 = Essential

Legend:
- Public libraries
- National libraries
- School libraries
- Academic and research libraries
- Other library types
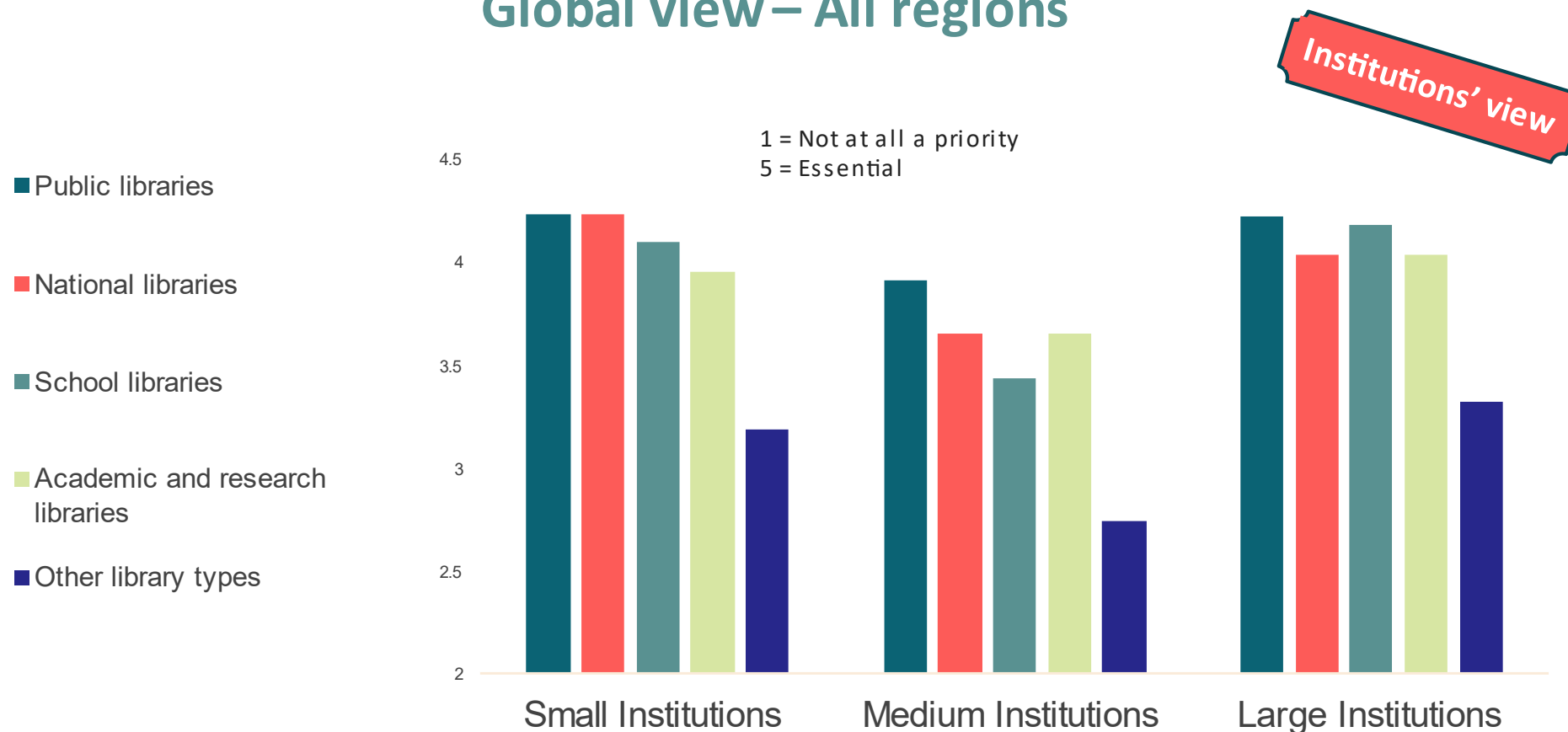
Chart 3.3.2 This is the global view of the institution respondents' answers to the first question, per institution size type. Results are quite similar, across the different sizes of institutions. All place public libraries first (or joint first), with medium-sized institutions tending to give academic libraries a higher priority than small ones and larger institutions tending to give school libraries a bit higher priority than the smaller ones.

Ensuring Financial Support: Priorities by Library Type

Institutions' view

- Public libraries
- National libraries
- School libraries
- Academic and research libraries
- Other library types

1 = Not at all a priority
5 = Essential
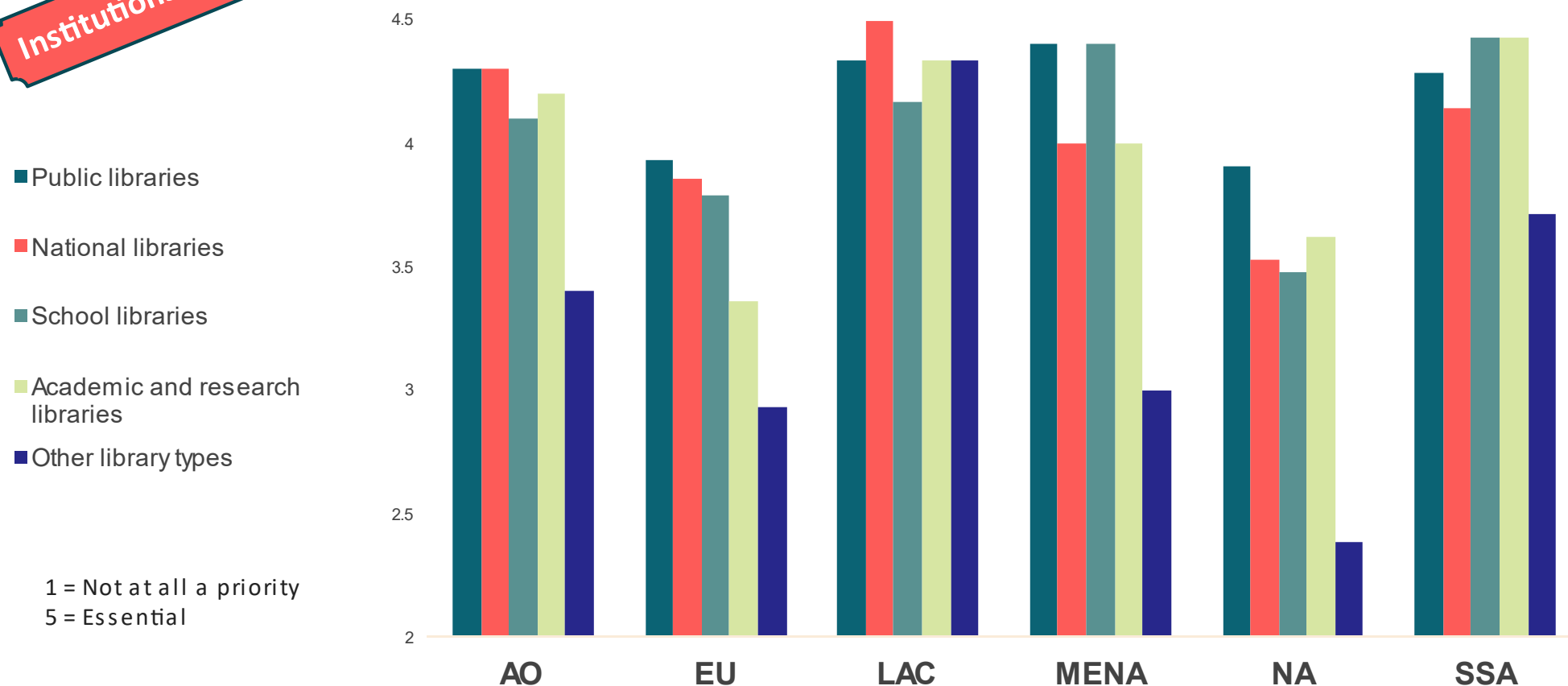
Chart 3.3.3 These are the institution respondents' answers to the first question, per region. While results are relatively close, it can be noted that while public libraries come first or joint-first in AO, EU, MENA and NA, national libraries do so in LAC, and school and academic libraries do so in SSA. In contrast to other regions, institution respondents in LAC do see other library types as having significant importance.

Disclaimer: Results have been analysed for those regions, where there were at least 10 responses.

Ensuring Financial Support: Priorities by Library Type
AO REGION

Institutions' view
Small, Medium, Large

- ■ Small Institutions
- ■ Medium Institutions
- ■ Large Institutions

1 = Not at all a priority
5 = Essential
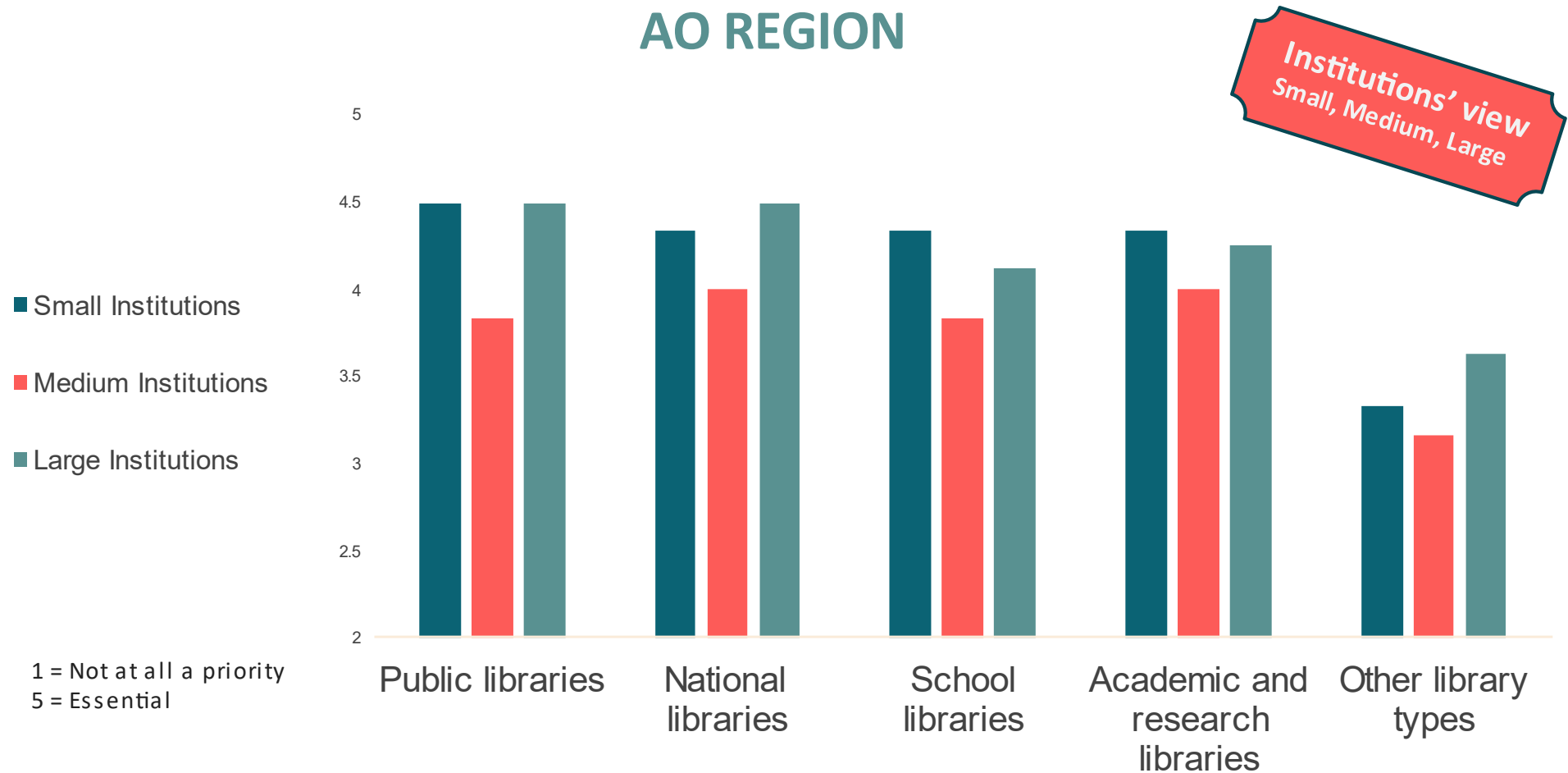
Chart 3.3.4.1 These are the institution respondents' answers to the first question, only in the AO region.

Ensuring Financial Support: Priorities by Library Type
NA REGION

Institutions' view
Small, Medium, Large

- Small Institutions
- Medium Institutions
- Large Institutions

1 = Not at all a priority
5 = Essential

Public libraries · National libraries · School libraries · Academic and research libraries · Other library types
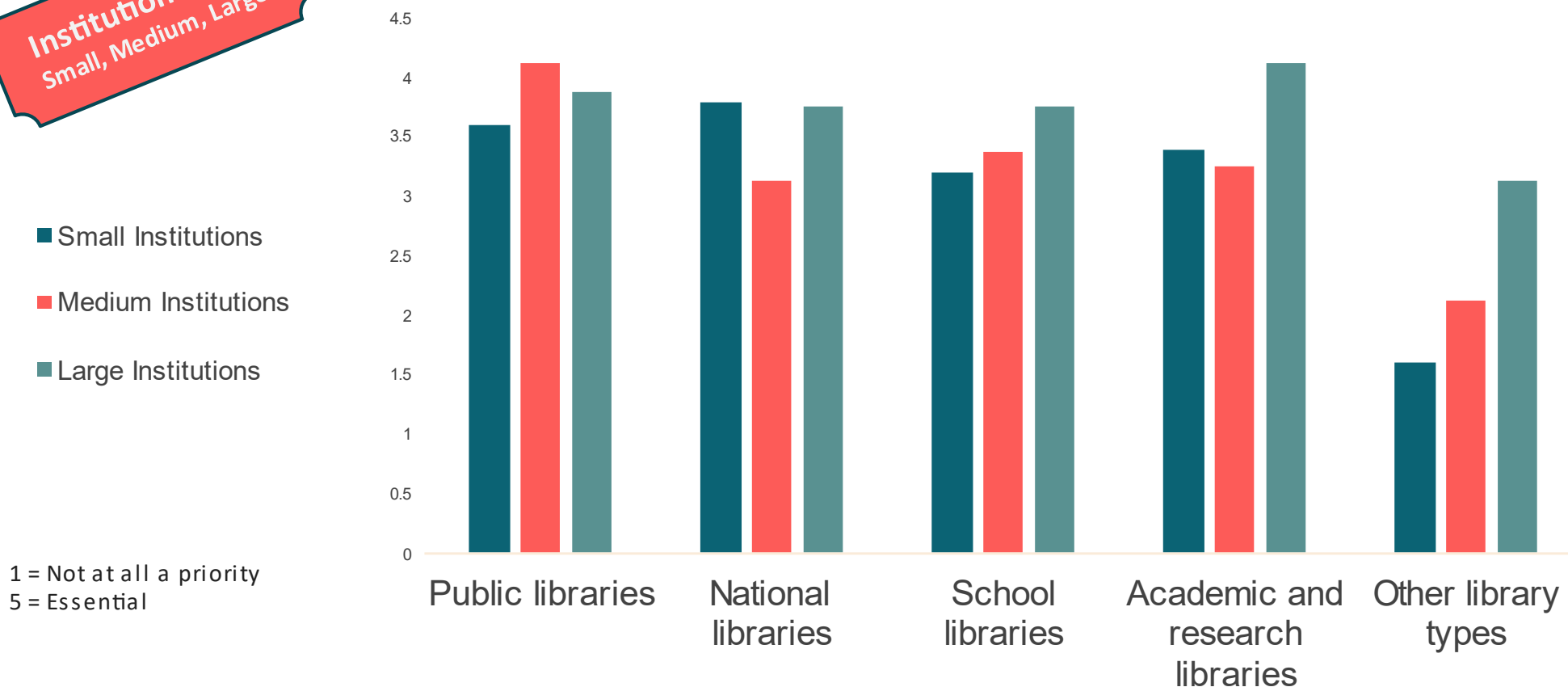
Chart 3.3.4.2 These are the institution respondents' answers to the first question, only in the NA region. These show more variety than for AO for example (see chart 3.3.4.1), with large institutions more likely than medium or small ones to worry about other library types, academic and research libraries, and school libraries, while small institutions primarily focus on national libraries, and medium institutions focus most on public libraries.

4. Policies and Laws: Priorities (2nd question)

A second question focused on different policy areas on which libraries may focus their advocacy. The selection is based both on existing areas of focus at IFLA Headquarters, and those which frequently appear in efforts by national associations. More specifically the question was:

"Which of the following issues do you see as thematic priorities for advocacy in your country in other library issues (rather than the financial support)? Improved laws and policies around which thematic priority?"

These represent just one way of categorising the different themes of course, and Regional Division Committees may wish to dig further into the results, in order to understand specific priorities that are not brought out clearly here. Committees can also, of course, use the results already as a basis for discussion about what sort of activities may strengthen progress towards identified priorities.

In the question we asked respondents to ascribe a level of priority to each of the answers. In the Y axis, 1 means "Not at all a priority" and 5 means "Essential".

The categories were as follows:

Library laws	=	legislation setting out the status, rights, and responsibilities of libraries
Library staff	=	laws and policies concerning library staff, including qualifications
Copyright and OA	=	laws and policies around copyright and open access
Literacy and Reading	=	laws, policies, and strategies concerning literacy and reading promotion
Education – lifelong learning	=	laws policies, and strategies for learning, in particular adult learning
Digital inclusion – connectivity	=	laws, policies, and strategies focused on ensuring that everyone can get online and make the most of the internet
Heritage and culture	=	laws, policies, and strategies around preservation of and access to heritage and support for contemporary culture and creativity
Legal deposit	=	legal deposit laws and policies
Social inclusion	=	policies and strategies for tackling inequalities and exclusion
Division of responsibility	=	ensuring that the division of responsibility for libraries between levels of government works in a way that best enables our institutions

Policies and Laws: Priorities

1 = Not at all a priority
5 = Essential

Legend:
- Library laws
- Library staff
- Copyright and OA
- Literacy and reading
- Education - lifelong learning
- Digital inclusion - connectivity
- Heritage and culture
- Legal deposit
- Social inclusion
- Division of responsibility

Regions: AO, EU, LAC, MENA, NA, SSA
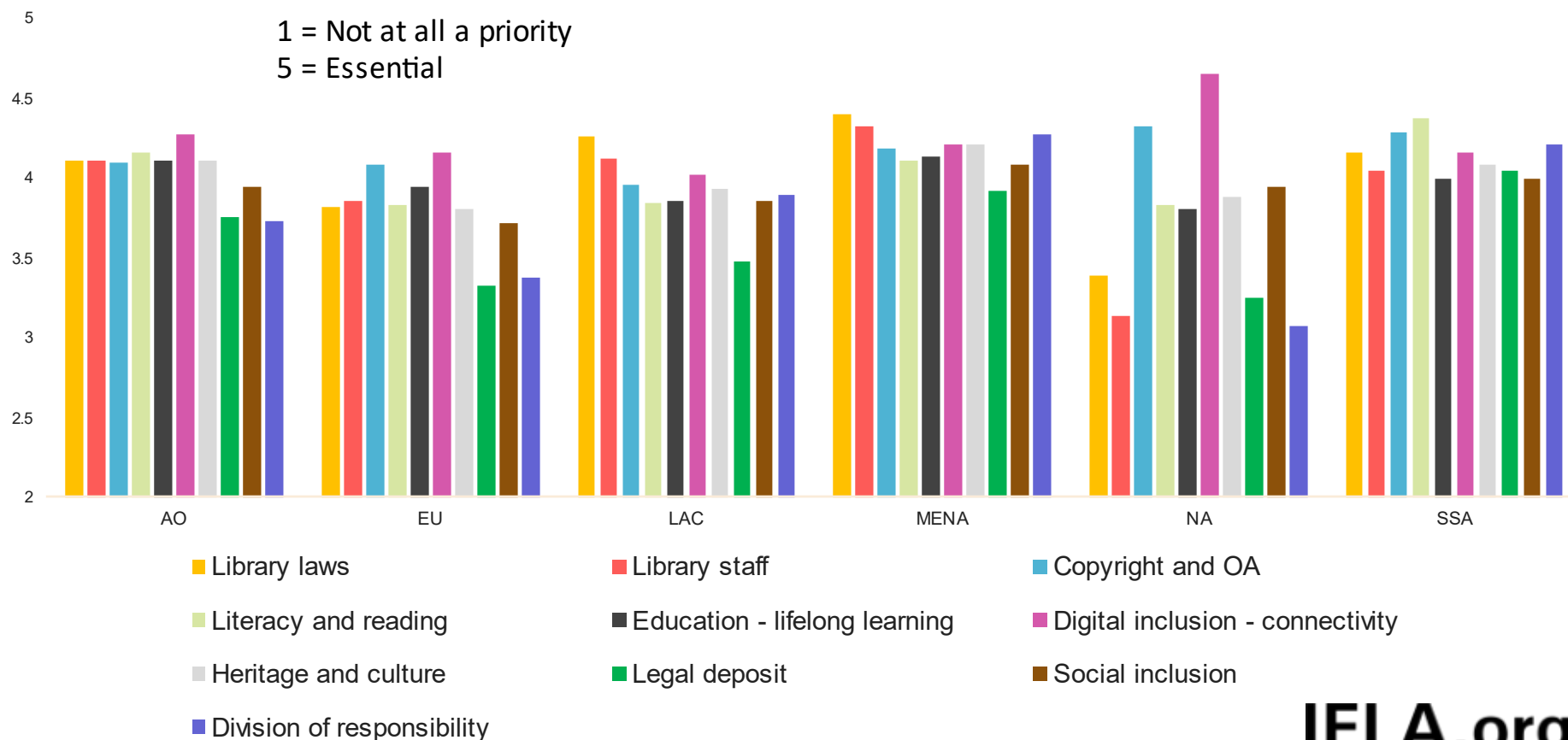
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Chart 4.1.1 This is the global view of the answers to the second question about the different policy areas on which libraries and library associations may focus their advocacy. Digital inclusion and connectivity are the biggest priorities for three regions – NA, AO, EU. Library laws are first and foremost in the MENA and LAC regions. Literacy and reading are the top priorities in the SSA region. These could indicate priority areas for action in individual regions. Heritage and culture are consistently medium/high priorities in all regions, and so could be an area, on which all Regional Divisions could probably work together. Copyright and Open Access matters are of high priority in all of NA, MENA, and EU regions. Such similarities could form the basis for collaborations between different Regional Division Committees.

Policies and Laws: Priorities
AO REGION

1 = Not at all a priority
5 = Essential
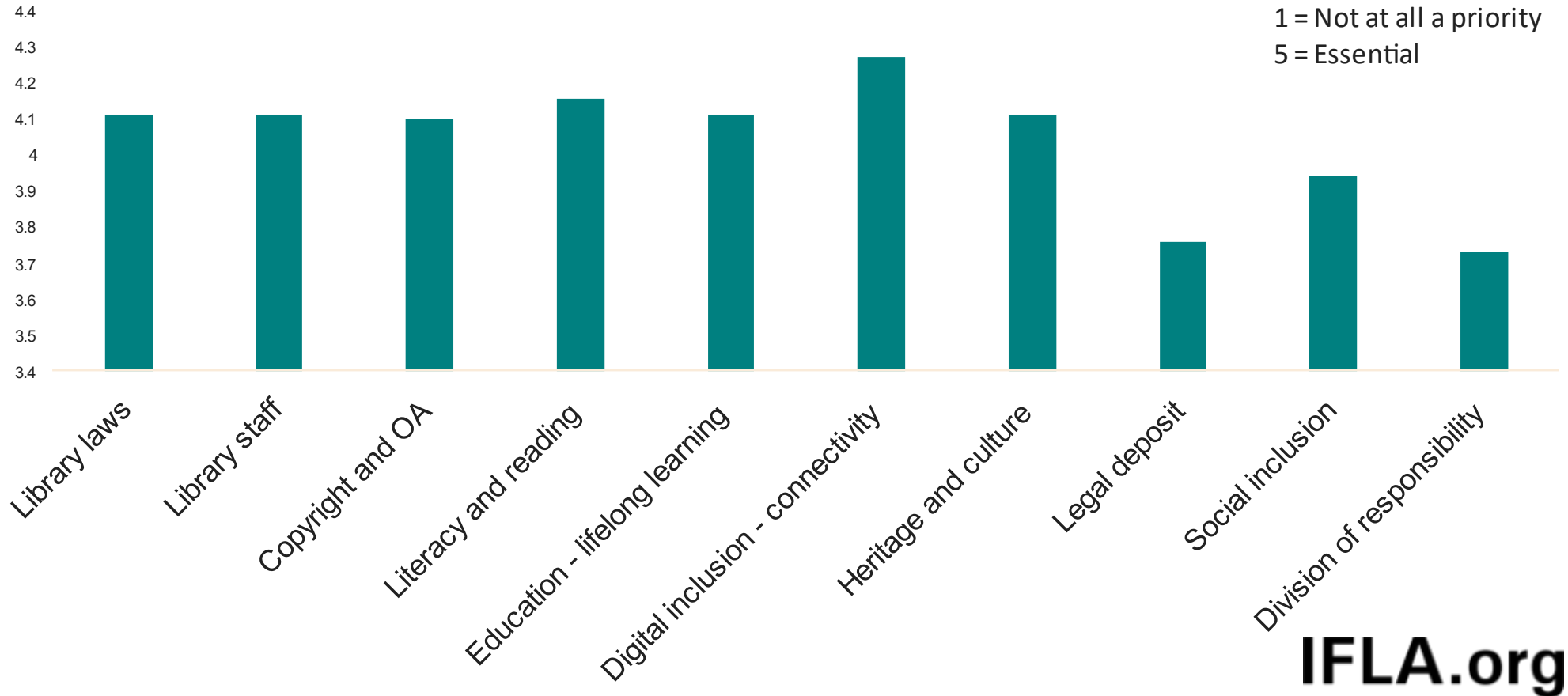
Chart 4.1.2.1 These are the results of the second question for the AO region only. The theme 'Digital inclusion and connectivity' is the biggest priority for the AO region, as in NA and EU regions as well (see Chart 4.1.1). Literacy and reading are the next priorities in this region, followed by issues like heritage and culture, education and lifelong learning, library laws, library staff, copyright and OA which all seem to be of similar importance in the AO region.

Policies and Laws: Priorities
EU REGION

1 = Not at all a priority
5 = Essential

Chart 4.1.2.2 These are the results of the second question for the EU region only. The theme 'Digital inclusion and connectivity' is the biggest priority for the EU region, as in AO and NA regions as well (see Chart 4.1.1). Copyright and open access and education and lifelong learning are the next priorities for this region. Issues like library laws, library staff, literacy and reading, heritage and culture, and social inclusion come next, and of similar importance for respondents in the EU region.

Policies and Laws: Priorities
LAC REGION

1 = Not at all a priority
5 = Essential

Chart 4.1.2.3 These are the results of the second question for the LAC region only. Library laws are the biggest priority for the LAC region, like in the MENA region (see Chart 4.1.1). Library staff matters are the number two priority for this region, while issues like copyright and OA, digital inclusion and connectivity, and heritage and culture come next and are roughly of similar importance in the LAC region.

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Policies and Laws: Priorities
MENA REGION

1 = Not at all a priority
5 = Essential

Chart showing priority values for MENA region (scale 3.6 to 4.5):
- Library laws: 4.40
- Library staff: 4.33
- Copyright and OA: 4.19
- Literacy and reading: 4.11
- Education - lifelong learning: 4.14
- Digital inclusion - connectivity: 4.22
- Heritage and culture: 4.22
- Legal deposit: 3.92
- Social inclusion: 4.08
- Division of responsibility: 4.27

IFLA.org
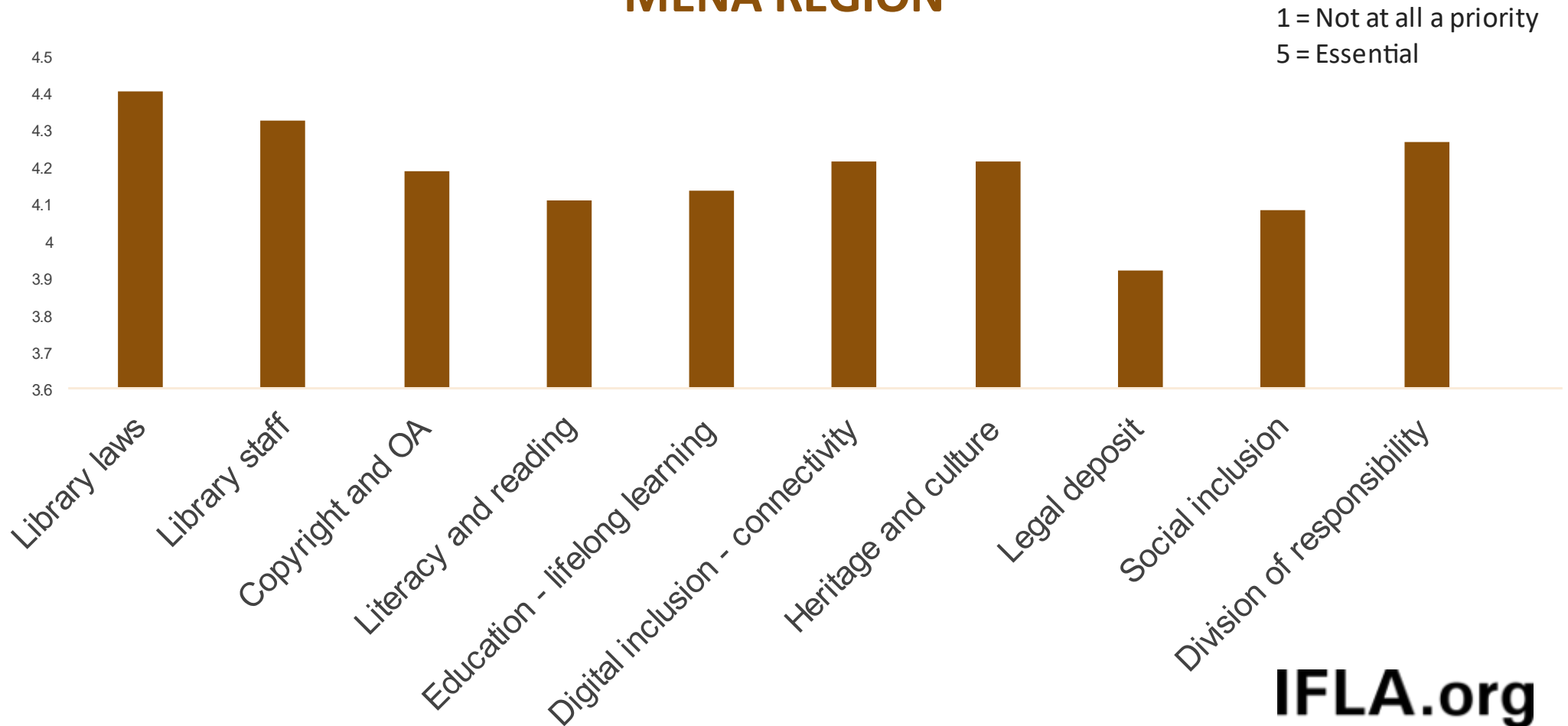
Chart 4.1.2.4 These are the results of the second question for the MENA region only. Library laws are the biggest priority for the MENA region, like in the LAC region (see Chart 4.1.1). Library staff matters and the division of responsibility in library funding and support between levels of government are the next priorities for this region. Issues like copyright and OA, digital inclusion and connectivity, literacy and reading, education and lifelong learning, and heritage and culture come next, all with a similar level of priority in the region.

Policies and Laws: Priorities
NA REGION

1 = Not at all a priority
5 = Essential

Chart showing priority ratings (scale 2 to 5) for the NA region:
- Library laws: ~3.4
- Library staff: ~3.15
- Copyright and OA: ~4.3
- Literacy and reading: ~3.8
- Education - lifelong learning: ~3.8
- Digital inclusion - connectivity: ~4.65
- Heritage and culture: ~3.9
- Legal deposit: ~3.25
- Social inclusion: ~3.95
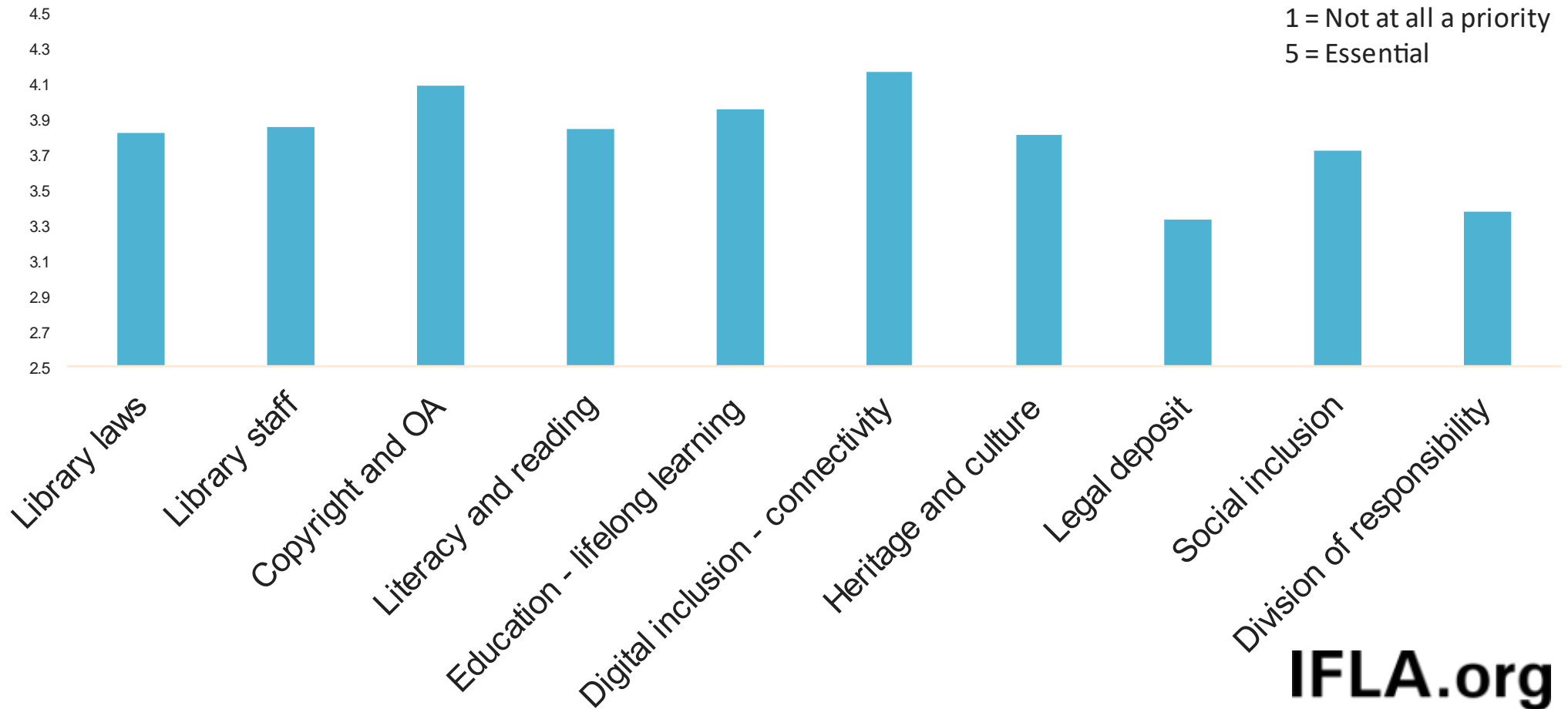- Division of responsibility: ~3.1
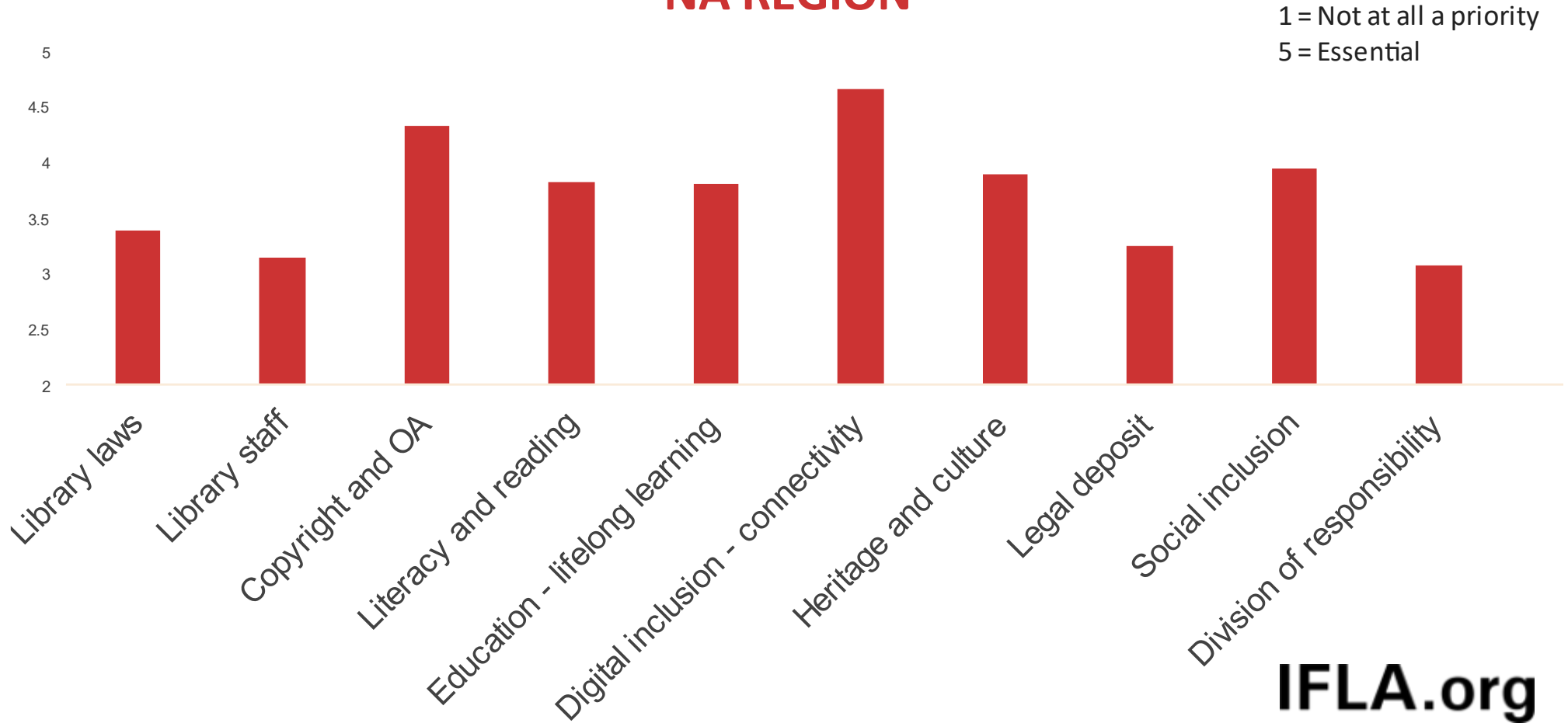
IFLA.org

Chart 4.1.2.5 These are the results of the second question for the NA region only. The theme 'Digital inclusion and connectivity' is the biggest priority for the NA region, as in AO and EU regions (see Chart 4.1.1). Copyright and OA is clearly the second priority for this region. Issues like literacy and reading, education and lifelong learning, heritage and culture, and social inclusion are next, at similar levels of importance in the NA region. Library laws, library staff matters, legal deposit, and division of responsibility seem to be of lower priority in this region for the time being.

Policies and Laws: Priorities
SSA REGION

1 = Not at all a priority
5 = Essential

Chart 4.1.2.6 These are the results of the second question for the SSA region only. Uniquely, Literacy and reading are the biggest priority in the SSA region. Copyright and OA and division of responsibility come out as the number two priorities in the SSA, while library laws, digital inclusion and connectivity follow with similar levels of importance for this region.

4.2 Associations Level

Associations have a particularly important role in advocacy, often able to act in situations where individual libraries may not be able to, for example because of their status within government. They also of course have a special status within IFLA.

While the results for associations only cover a relatively small number of these, they offer some initial ideas both about where capacity building efforts can focus, including through the sharing of experience within regions.

The survey also asked association respondents to indicate into which IFLA membership band they fell. This allows us to compare the answers for larger, medium-sized and smaller associations. The goal here is to get a sense of whether there's a difference in focus between associations depending on their size, and to identify areas where less well-resourced members may gain from support from Regional Division Committees.

Associations' view

Policies and Laws: Priorities
Global view – All regions

- ■ Small Associations
- ■ Medium Associations
- ■ Big Associations

1 = Not at all a priority
5 = Essential
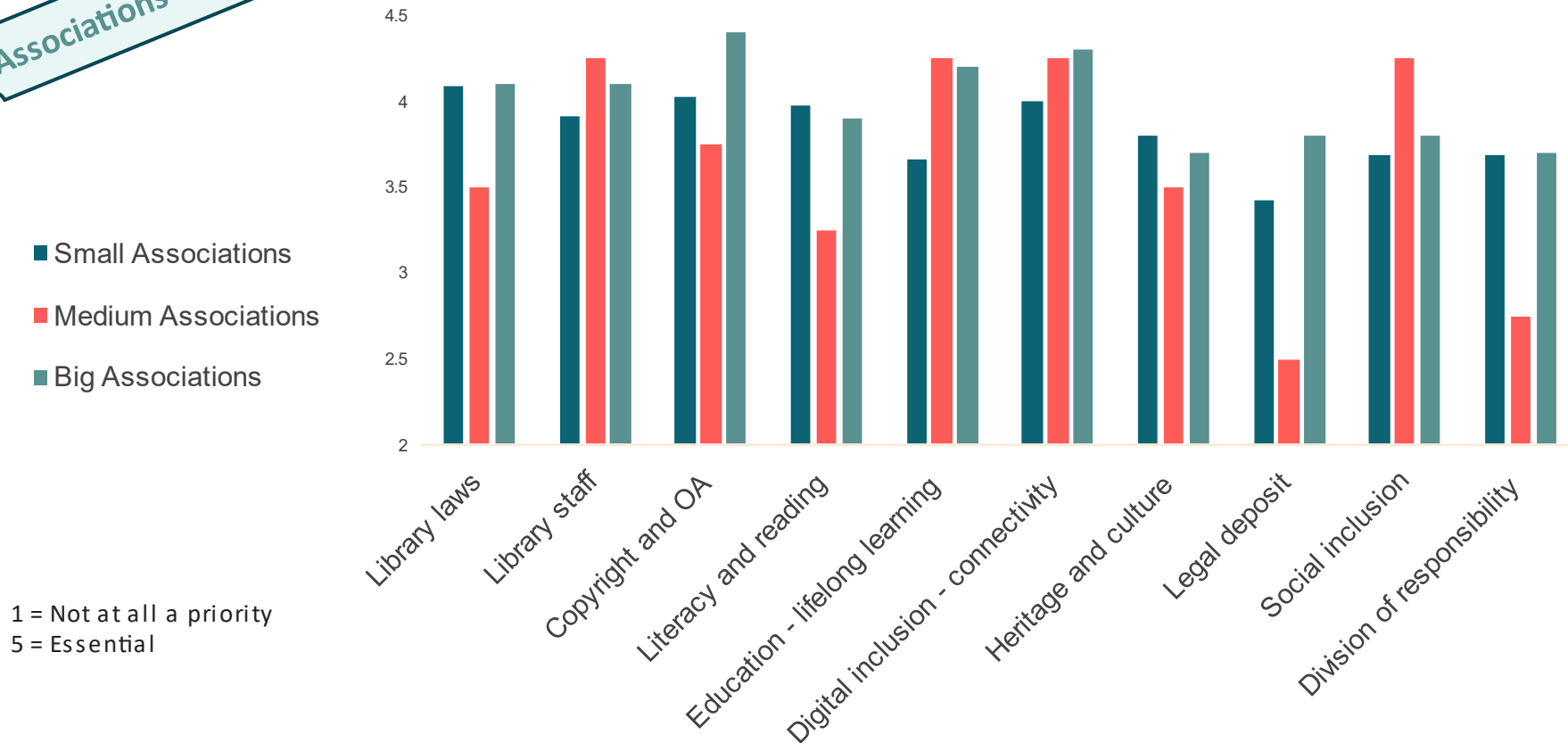
Chart 4.2.1 This is the global view of the association respondents' answers to the second question about the different policy areas on which libraries may focus their advocacy. Big library associations in all regions count copyright and OA as their biggest priority, while small library associations consider library laws as their biggest priority. Medium size library associations consider library staff matters, education- lifelong learning, digital inclusion – connectivity, and social inclusion equally important as their top priorities.

Policies and Laws: Priorities
Global view – All regions

1 = Not at all a priority
5 = Essential

Small Associations **Medium Associations** **Big Associations**

- Library laws
- Library staff
- Copyright and OA
- Literacy and reading
- Education - lifelong learning
- Digital inclusion - connectivity
- Heritage and culture
- Legal deposit
- Social inclusion
- Division of responsibility

Chart 4.2.2 This is the global view of the association respondents' answers to the second question, per association size type. The results show the different policy areas on which associations focus their advocacy. While big library associations in all regions count copyright and OA as their biggest priority, this issue is not considered as a top priority by small and medium library associations. The same happens with library laws that are considered of major importance for small associations, but not for medium and big ones. There seems to be a consensus among associations of all sizes, regarding what not to focus on, such as the legal deposit for example.

Policies and Laws: Priorities

1 = Not at all a priority
5 = Essential

Associations' view

Legend:
- Library laws
- Library staff
- Copyright and OA
- Literacy and reading
- Education - lifelong learning
- Digital inclusion - connectivity
- Heritage and culture
- Legal deposit
- Social inclusion
- Division of responsibility
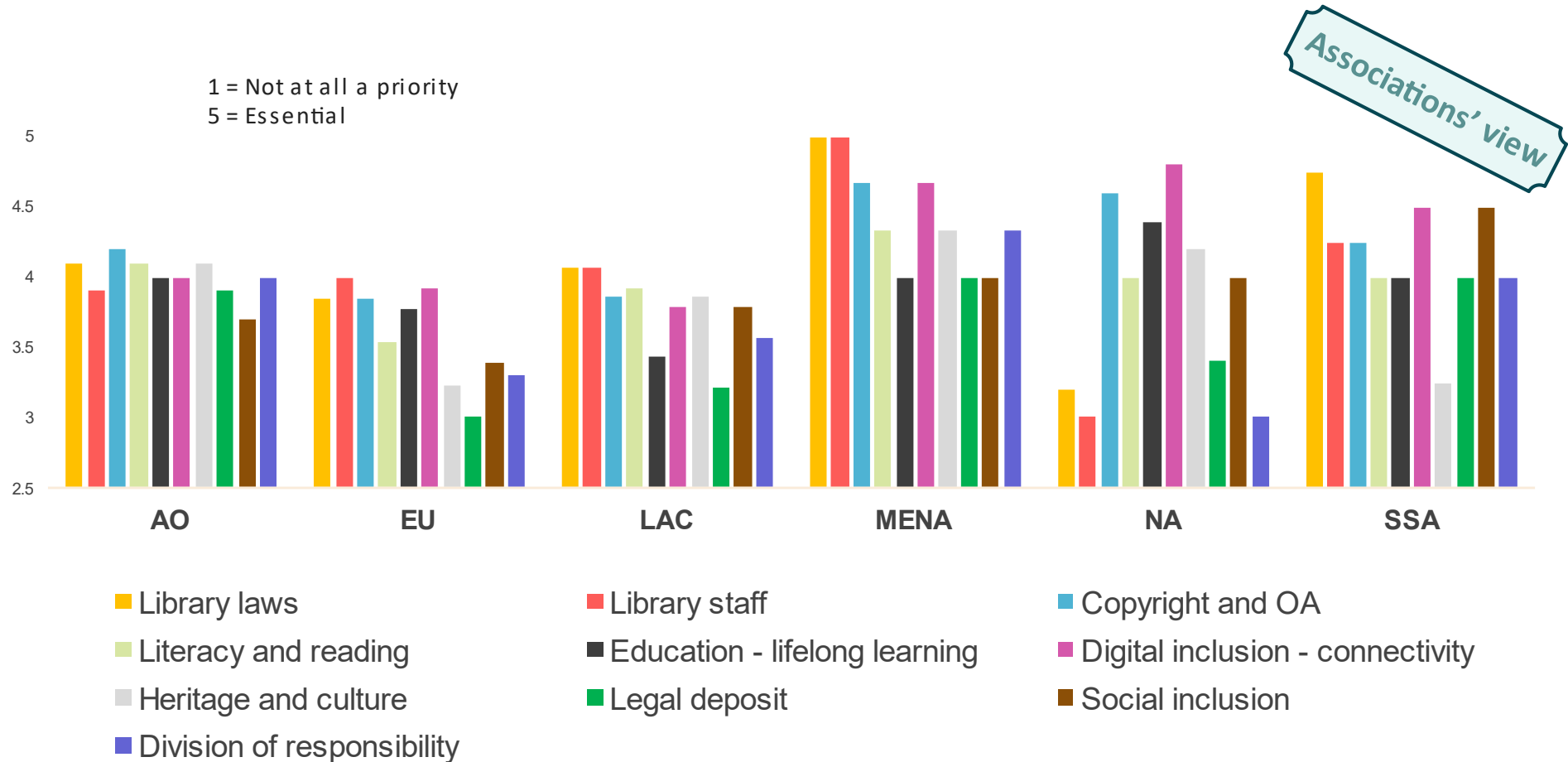
Chart 4.2.3 These are the association respondents' answers to the second question, per region. Library Associations think differently per region. An issue like copyright and OA seems to be of equally big importance for library associations in both AO and NA regions, unlike other regions. Library laws are considered of the highest priority for library associations in SSA, MENA, LAC, and EU regions. Library staff matters are of high priority for EU, LAC, and MENA library associations.

Disclaimer: Results have been analysed for those regions, where there were at least 10 responses.

Policies and Laws: Priorities AO REGION

Associations' view
Small, Medium, Big

Legend:
- Small Associations
- Big Associations

1 = Not at all a priority
5 = Essential

Categories: Library laws, Library staff, Copyright and OA, Literacy and reading, Education - lifelong learning, Digital inclusion - connectivity, Heritage and culture, Legal deposit, Social inclusion, Division of responsibility

Chart 4.2.4.1 These are the association respondents' answers to the second question, only in the AO region. We had no responses from medium associations in the AO region, therefore in the chart we see the results from small and big library associations only. Big library associations seem to have voted equally for all matters given. However, there seem to be a few variations in the results of the small library association respondents in the AO region, as the matter of Copyright and OA is considered of the highest priority, with library laws, literacy and reading, and heritage and culture coming up as the next priorities for them.

Policies and Laws: Priorities
EU REGION

- Small Associations
- Medium Associations
- Big Associations

1 = Not at all a priority
5 = Essential

Library laws | Library staff | Copyright and OA | Literacy and reading | Education - lifelong learning | Digital inclusion - connectivity | Heritage and culture | Legal deposit | Social inclusion | Division of responsibility

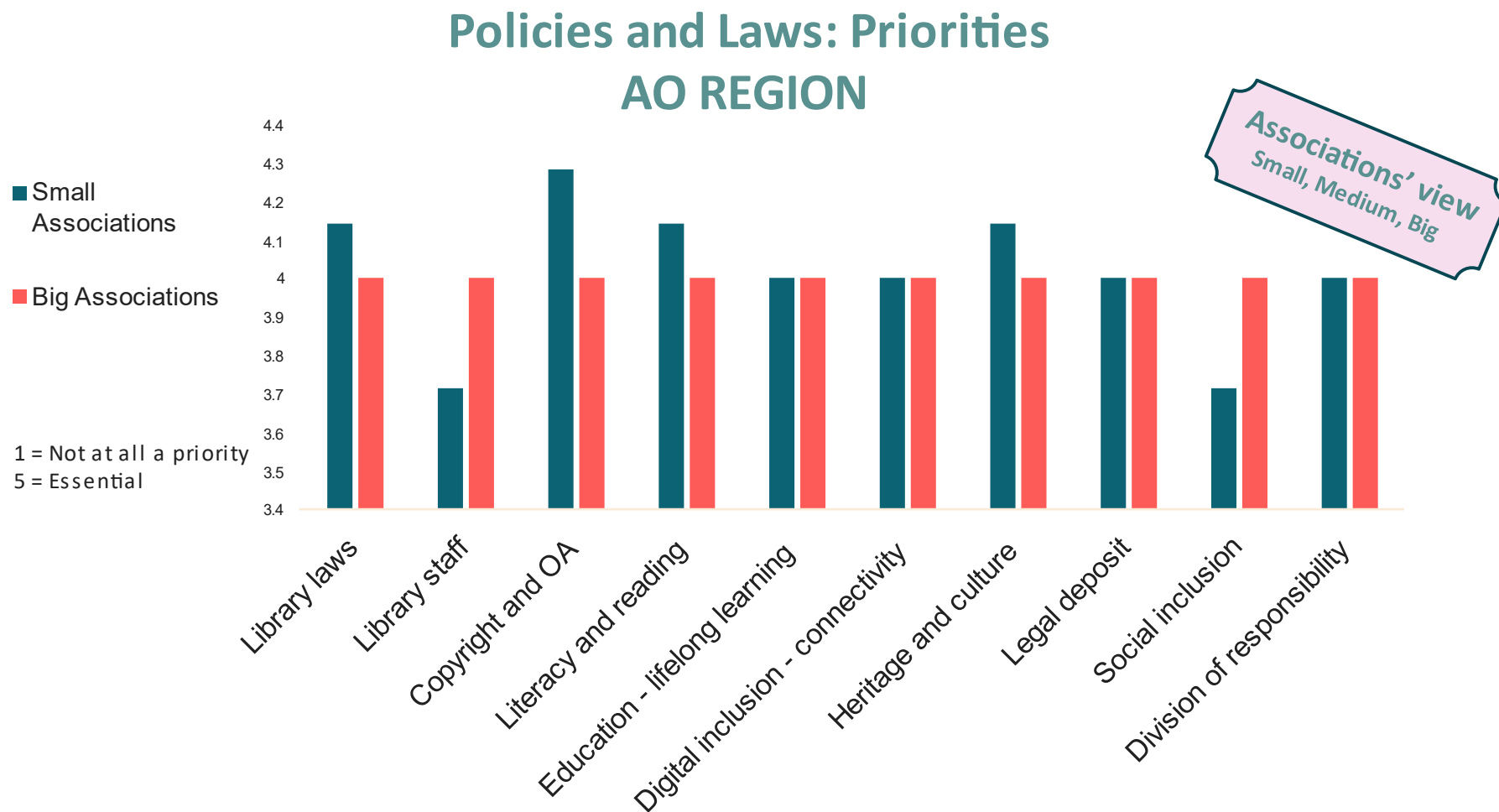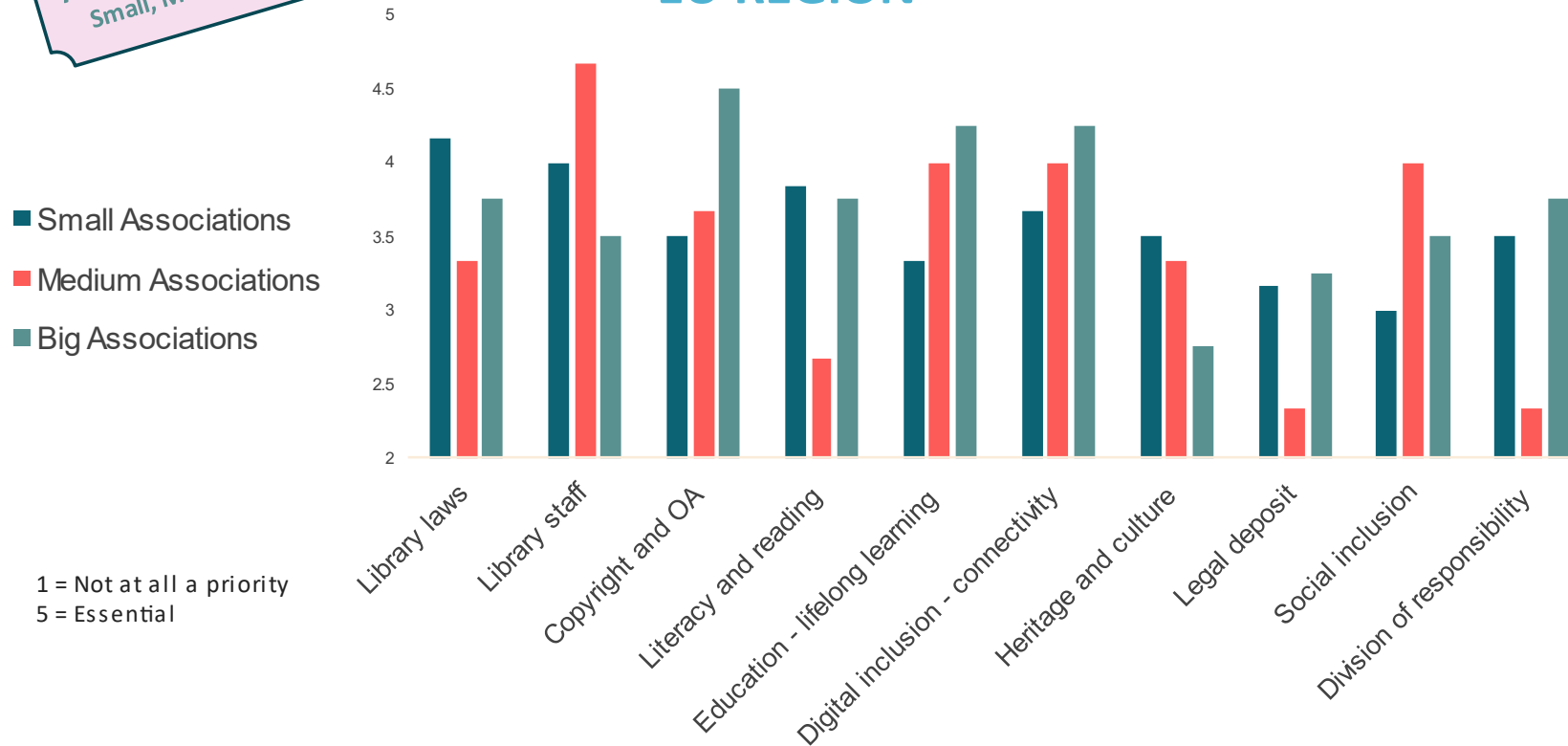**Chart 4.2.4.2** These are the association respondents' answers to the second question, only in the EU region. Medium library association in the EU region seem to have set library staff matters as the highest priority, with education -lifelong learning, digital inclusion – connectivity and social inclusion coming up equally as next priorities. Big library associations in the EU region seem to consider copyright and OA as the most important matter to focus advocacy on, with education – lifelong learning, digital inclusion – connectivity and the legal deposit coming up equally as next priorities. Small library associations in the EU region consider library laws as the most important issue for advocacy in the region, with library staff matters and literacy and reading coming up as next priorities. A few issues seem to be coming up to the surface, but more discussion is needed in order to conclude to the matters, which the EU Regional Division should focus their work on.

Policies and Laws: Priorities
LAC REGION

Associations' view
Small, Medium, Big

■ Small Associations

■ Big Associations

1 = Not at all a priority
5 = Essential

Chart categories: Library laws, Library staff, Copyright and OA, Literacy and reading, Education - lifelong learning, Digital inclusion - connectivity, Heritage and culture, Legal deposit, Social inclusion, Division of responsibility
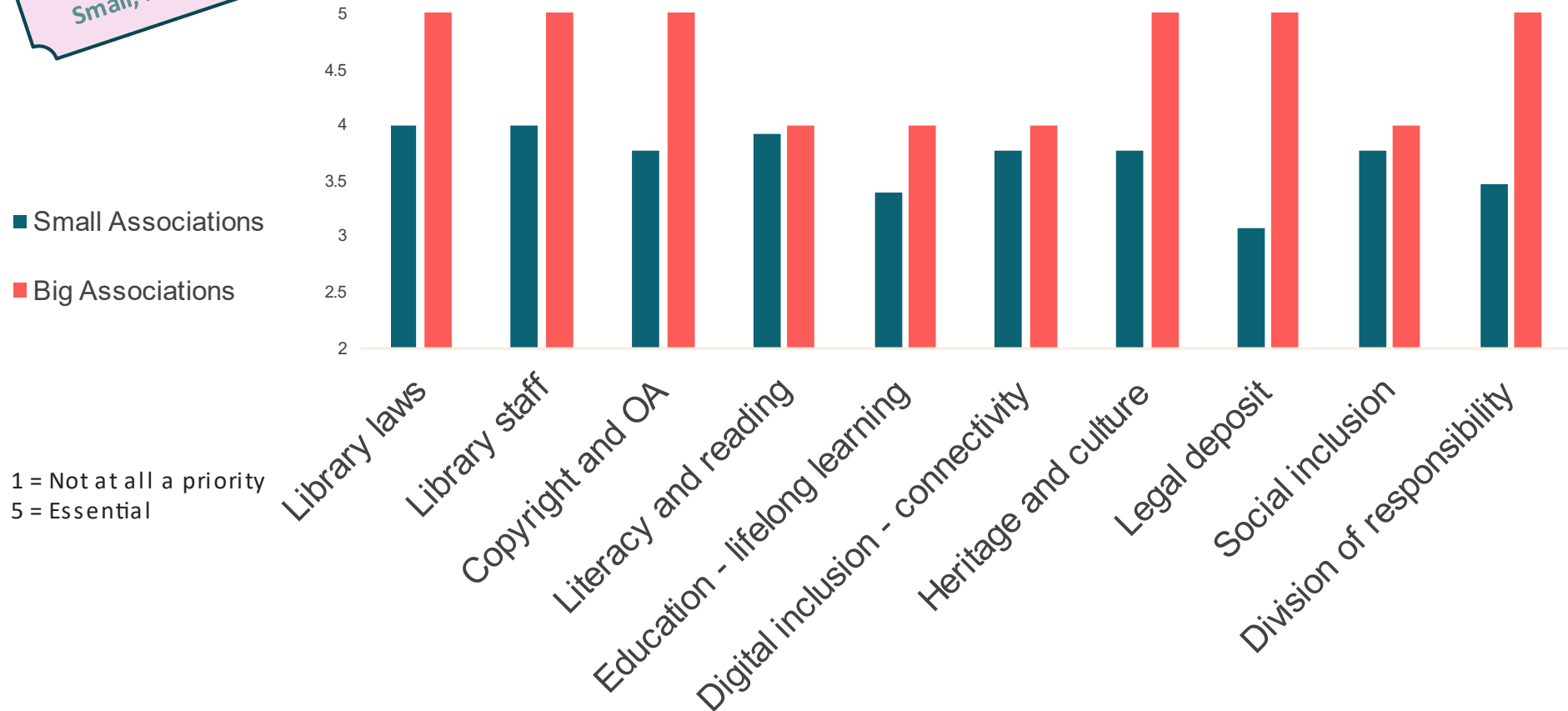
Chart 4.2.4.3 These are the association respondents' answers to the second question, only in the LAC region. We had no responses from medium associations in the LAC region, therefore in the chart we see the results from small and big library associations only. Library laws, library staff matters, copyright and OA, and heritage and culture are considered of high importance by both small and big library associations in the LAC region. On the other hand, there is a disagreement between small and big library associations regarding the legal deposit -big library associations think this matter as of major importance -equally with other matters too-, while small library associations in the LAC region consider this topic as the least priority for libraries in the region.

4.3.1 Global view – view per topic

Institutions' view

Policies and Laws: Priorities
Global view – All regions

- Small Institutions
- Medium Institutions
- Large Institutions

1 = Not at all a priority
5 = Essential
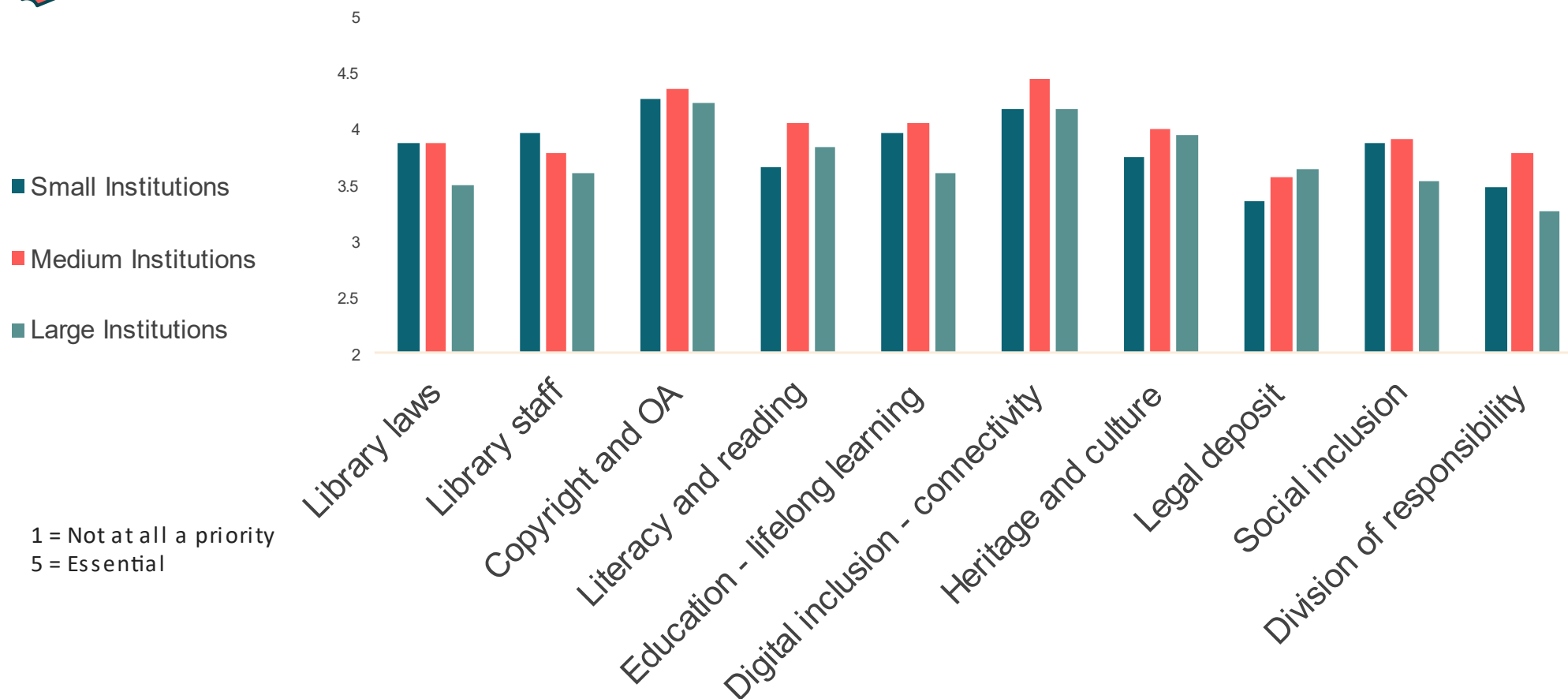
Chart 4.3.1 This is the global view of the institution respondents' answers to the second question, about the different policy areas on which libraries may focus their advocacy. In most areas, medium institutions indicate a higher level of focus than large or small institutions, with the exceptions of library staff (where small institutions focus) and legal deposit (where large associations are the most likely to focus).

Institutions' view

Policies and Laws: Priorities
Global view – All regions

1 = Not at all a priority
5 = Essential

Small Institutions **Medium Institutions** **Large Institutions**

- Library laws
- Library staff
- Copyright and OA
- Literacy and reading
- Education - lifelong learning
- Digital inclusion - connectivity
- Heritage and culture
- Legal deposit
- Social inclusion
- Division of responsibility
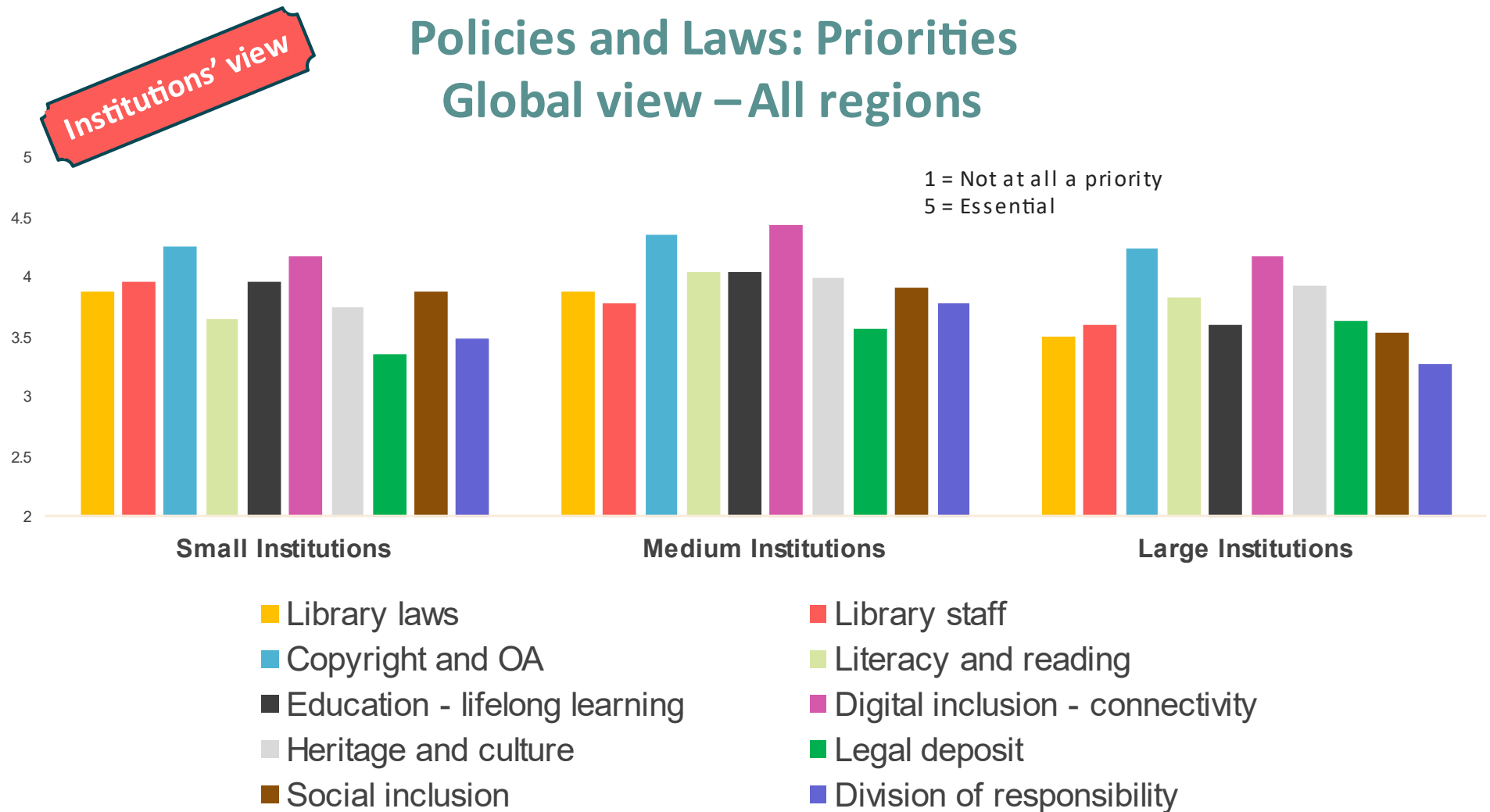
Chart 4.3.2 This is the global view of the institution respondents' answers to the second question, per institution size type, about the different policy areas on which libraries may focus their advocacy. There is a general consensus among institutions of all sizes, according to which small, medium, and big library institutions consider digital inclusion – connectivity and copyright and OA as top priorities.

Policies and Laws: Priorities

Institutions' view

1 = Not at all a priority
5 = Essential

- Library laws
- Library staff
- Copyright and OA
- Literacy and reading
- Education - lifelong learning
- Digital inclusion - connectivity
- Heritage and culture
- Legal deposit
- Social inclusion
- Division of responsibility
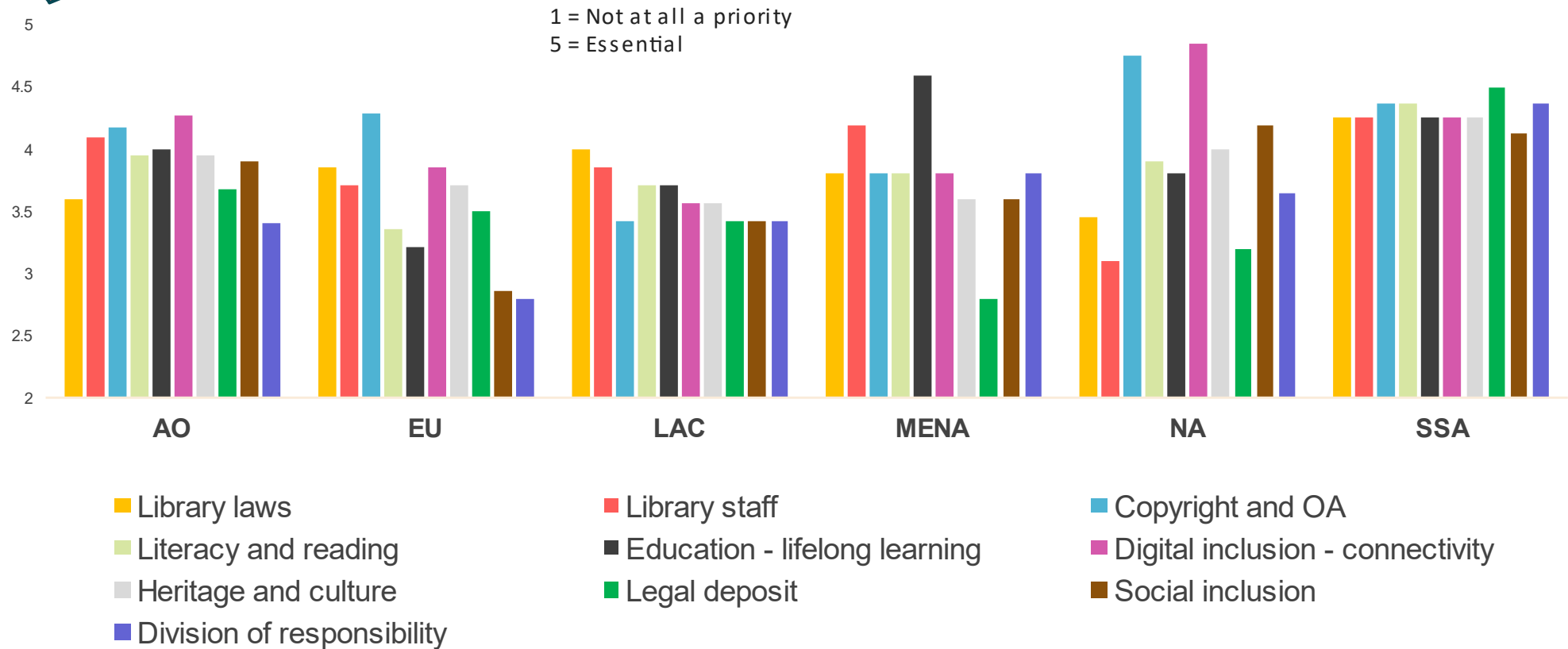
Chart 4.3.3 These are the institution respondents' answers to the second question, per region. In AO and NA regions, institutions consider digital inclusion and connectivity as the biggest priorities for libraries in their region. Europe is only just behind, with copyright and open access coming first. Library laws are considered as the highest priority by LAC library institutions, unlike any other region. Similarly, only SSA institutions consider the legal deposit as of outmost importance, while in MENA, it is education and lifelong learning that seem to matter most.

Disclaimer: Results have been analysed for those regions, where there were at least 10 responses.

Institutions' view
Small, Medium, Large

Policies and Laws: Priorities
AO REGION

- Small Institutions
- Medium Institutions
- Large Institutions
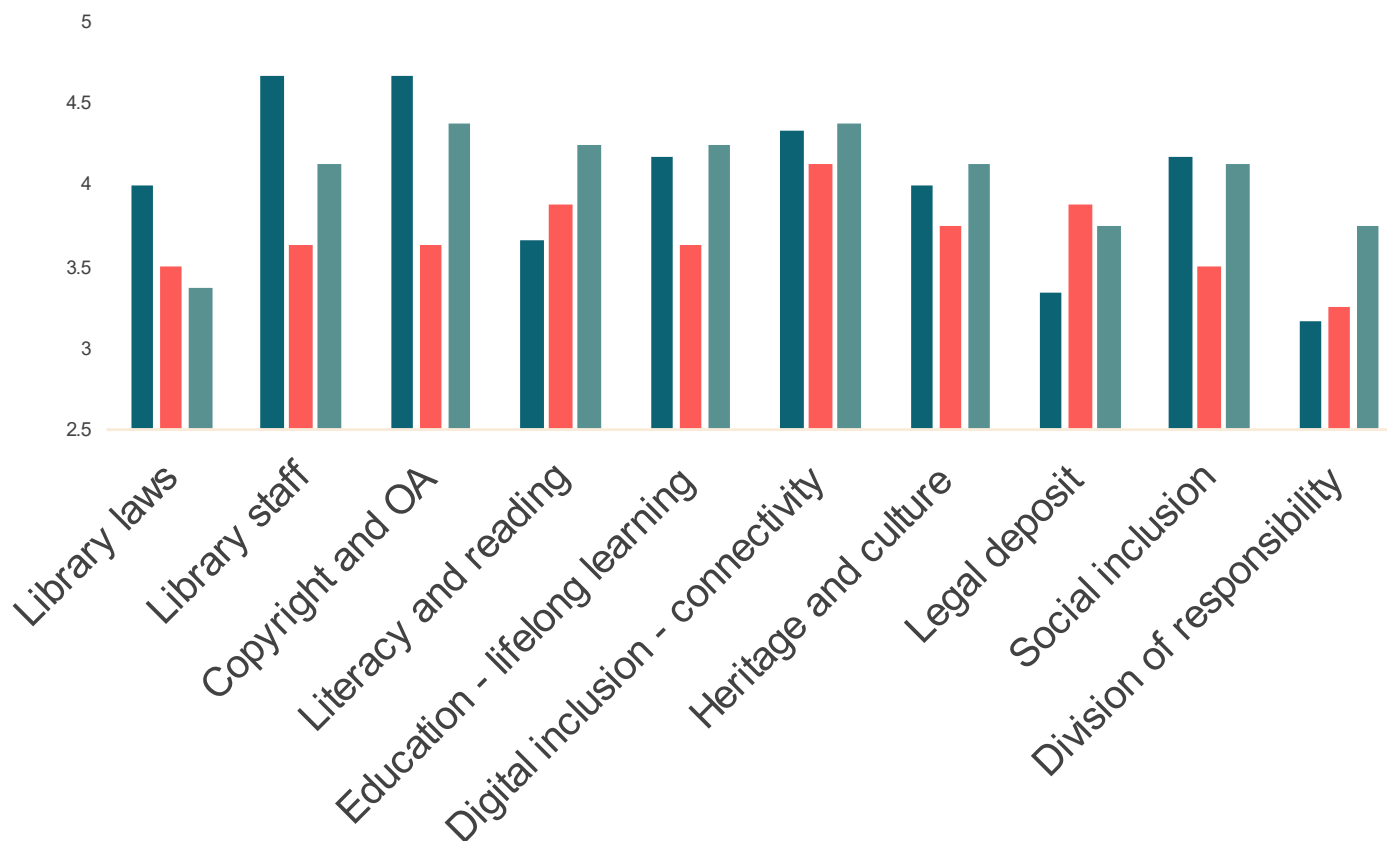
1 = Not at all a priority
5 = Essential

Chart 4.3.4.1 These are the institution respondents' answers to the second question, only in the AO region about the different policy areas on which libraries may focus their advocacy. Digital inclusion and connectivity are consistently high priorities for medium and large institutions. There is more variation for others – it tends to be smaller institutions that think most about staffing and copyright, while larger associations look at copyright too, but additionally to education and lifelong learning and social inclusion.

Policies and Laws: Priorities
NA REGION

Institutions' view
Small, Medium, Large

■ Small Institutions
■ Medium Institutions
■ Large Institutions

1 = Not at all a priority
5 = Essential

Categories: Library laws, Library staff, Copyright and OA, Literacy and reading, Education - lifelong learning, Digital inclusion - connectivity, Heritage and culture, Legal deposit, Social inclusion, Division of responsibility
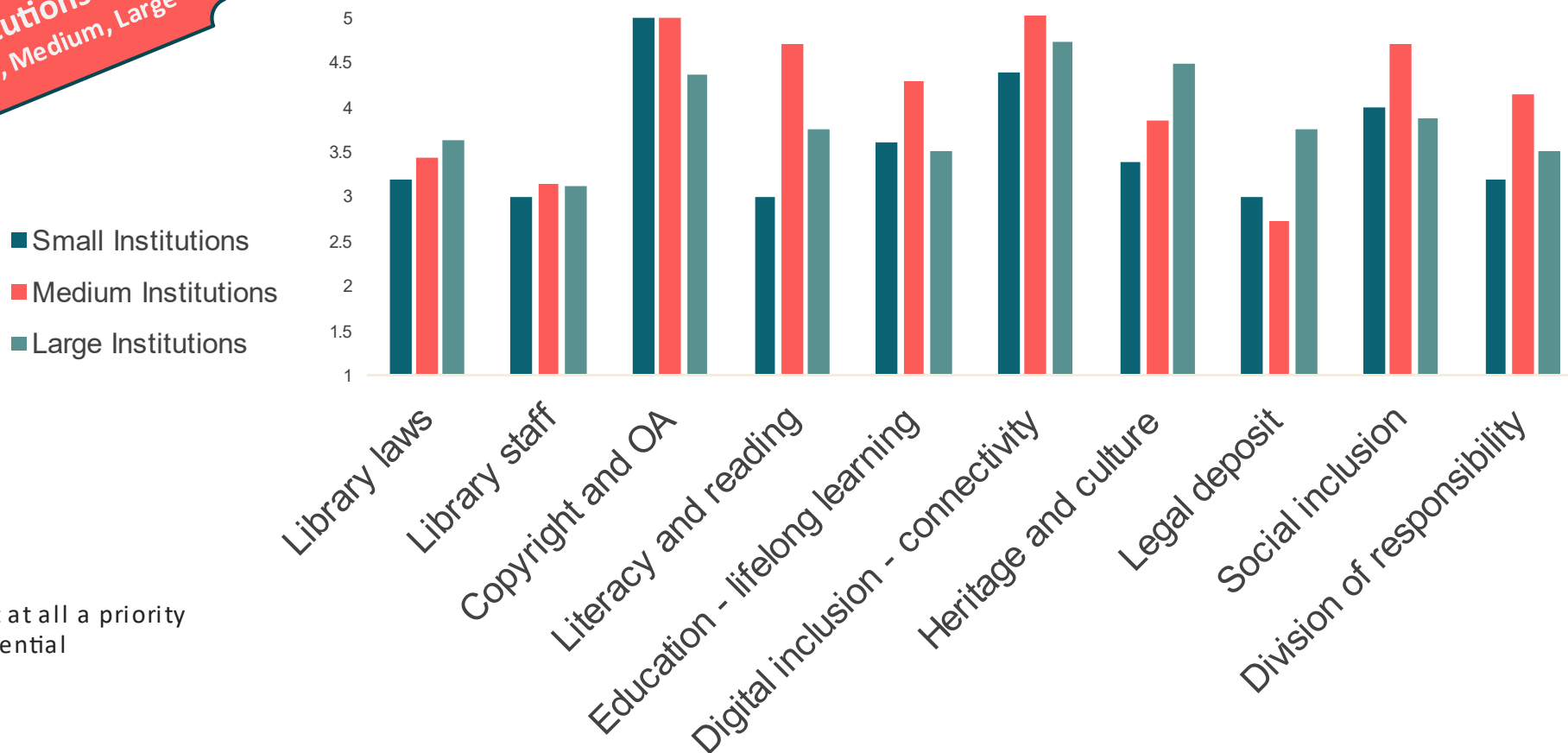
Chart 4.3.4.2 These are the institution respondents' answers to the second question, only in the NA region, about the different policy areas on which libraries may focus their advocacy. Copyright and OA seem to be by far the biggest priorities for small institutions in the NA region, with digital inclusion – connectivity and social inclusion coming as next priorities for them. The landscape looks slightly different for large institutions in the NA region, with digital inclusion – connectivity as the top priority and copyright and OA and heritage and culture coming as next priorities for those. Copyright and OA and digital inclusion – connectivity are joint-top priorities for medium institutions in the NA region, with literacy and reading and social inclusion coming as next priorities for them.

5. Elements of Advocacy: Current Levels of Activity (3rd question)

A third area of focus in the survey focused more on the types of activity carried out for advocacy. The options given as answers are broadly based on IFLA's Advocacy Capacities Grid, which looks to break down advocacy into a range of actions, each requiring different sets of skills. More specifically the question was:

"Your current advocacy capacity: What sort of advocacy activities are you carrying out in your association/institution or more broadly in your national library field?"

While the importance of each individual action may vary by country, as well as by the issue on which advocacy is taking place, the results here do offer an idea of where there may be scope to exchange experience or develop tools to support more effective advocacy around the world. What is interesting here to look at lower scores as areas where more work needs to be done in the future, where the Regional Divisions may potentially want to focus on.

In the question we asked respondents to ascribe a level of activity to each of the answers. In the Y axis, 1 means "Not at all active" and 5 means "Very active".

The categories were as follows:

Understand laws and policies	=	ability to understand the content of laws and policies, and follow the process by which they are developed and approved
Contacts with government officials	=	quality and strength of contacts with ministers and government officials
Meet regularly with government officials	=	regularity of meetings with ministers and government officials
Contacts with legislators	=	quality and strength of relationships with members of parliaments (both in government and opposition)
Staff focused on advocacy	=	is there a person or team with a specific responsibility for advocacy work
Members as advocates	=	are individuals across the library field mobilised to advocate for libraries
Attractive communication tools	=	ability to create communication tools which are professional and appealing
Impact communication	=	ability to present evidence of the impact of libraries
Contacts with journalists	=	relationships with the press and other commentators or influencers
Partnerships	=	relationships with other organisations and stakeholders who can support library advocacy
Advocacy impact evaluation	=	capacity to assess the impact of advocacy efforts in order to inform future work

Elements of Advocacy: Current Levels of Activity

1 = Not at all active
5 = Very active

Legend:
- Understand laws and policies
- Contacts with government officials
- Meet regularly with government officials
- Contacts with legislators
- Staff focused on advocacy
- Members as advocates
- Attractive communication tools
- Impact communication
- Contacts with journalists
- Partnerships
- Advocacy impact evaluation
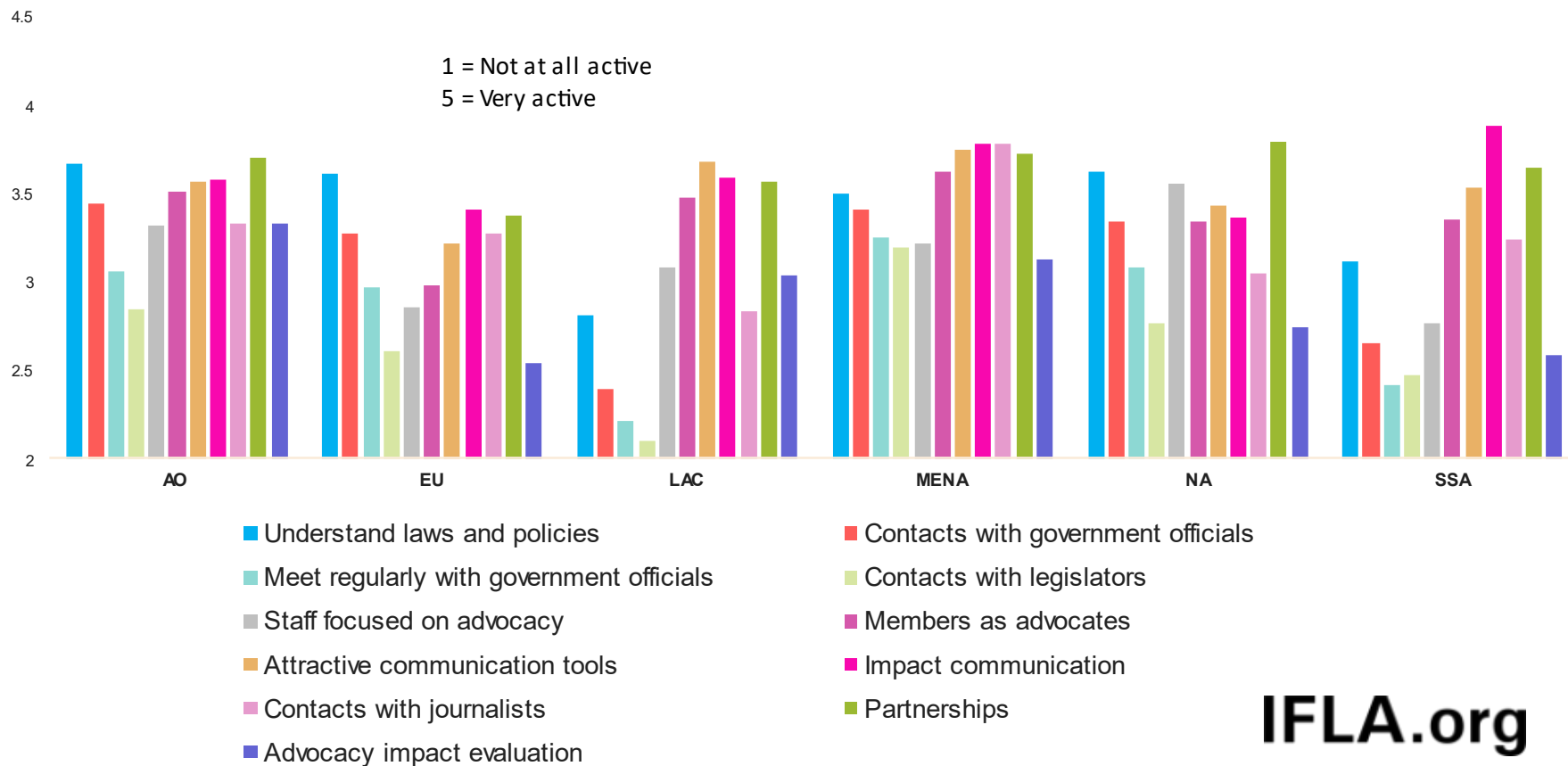
IFLA.org

Chart 5.1.1 This is the global view of the answers to the third question about the types of activity carried out for advocacy. What is interesting here is to look at lower scores as areas where more work needs to be done in the future, and so on which the Regional Division Committees may potentially want to focus. As such, more contact with legislators and scheduling more meetings with government officials to talk about libraries could be seen as needed in all regions, as we see that these are low everywhere, particularly in the AO, EU, and LAC regions. In EU we see the same issue: contacts with legislators and meeting with government officials need more attention, but additionally we see that more work might be needed in evaluating the impact of advocacy work. In the SSA and MENA regions we see that the scores for actions like meeting regularly with government officials, making contacts with legislators and evaluating the impact work of libraries are similarly low. Additionally in the MENA region, more work might be needed in designating individuals focused on advocacy, while NA respondents noted that they are quite active in this field, so there could be a knowledge exchange opportunity.

Elements of Advocacy: Current Levels of Activity
AO REGION

Chart 5.1.2.1 These are the results of the third question for the AO region only. What is interesting here is to look at lower scores as areas where more work needs to be done in the future, on which the AO Regional Division Committee may potentially want to focus. Making contacts with legislators, with journalists and meeting regularly with government officials are the three lowest scores in the AO region -so there might be space for improvement here. On the other hand, we note that libraries in the AO region seem to be more active in forming partnerships, understanding laws and policies, having members as advocates, producing attractive communication tools and communicating the impact of libraries.

Elements of Advocacy: Current Levels of Activity
EU REGION

1 = Not at all active
5 = Very active

Categories (left to right): Understand laws and policies, Contacts with government officials, Meet regularly with government officials, Contacts with legislators, Staff focused on advocacy, Members as advocates, Attractive communication tools, Impact communication, Contacts with journalists, Partnerships, Advocacy impact evaluation
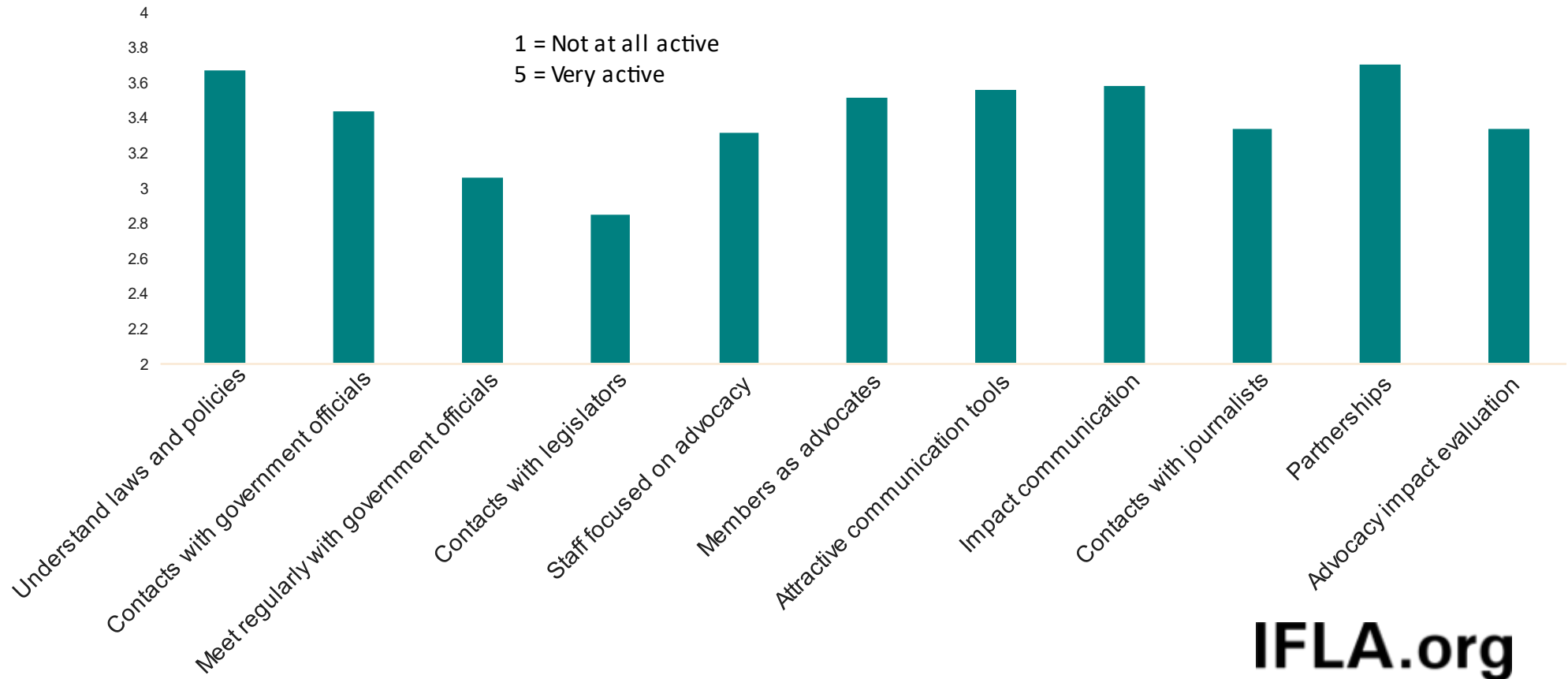
IFLA.org

Chart 5.1.2.2 These are the results of the third question for the EU region only. What is interesting here is to look at lower scores as areas where more work needs to be done in the future, on which the EU Regional Division may potentially want to focus. Making contacts with legislators, evaluating the impact of advocacy, having staff or individuals focused on advocacy, having members as advocates and meeting regularly with government officials are the lowest scores in the EU region so there might be space for improvement here. On the other hand, we note that libraries in the EU region seem to do better at understanding laws and policies, communicating the impact of libraries, creating partnerships, and making contacts with government officials.

Elements of Advocacy: Current Levels of Activity
LAC REGION

1 = Not at all active
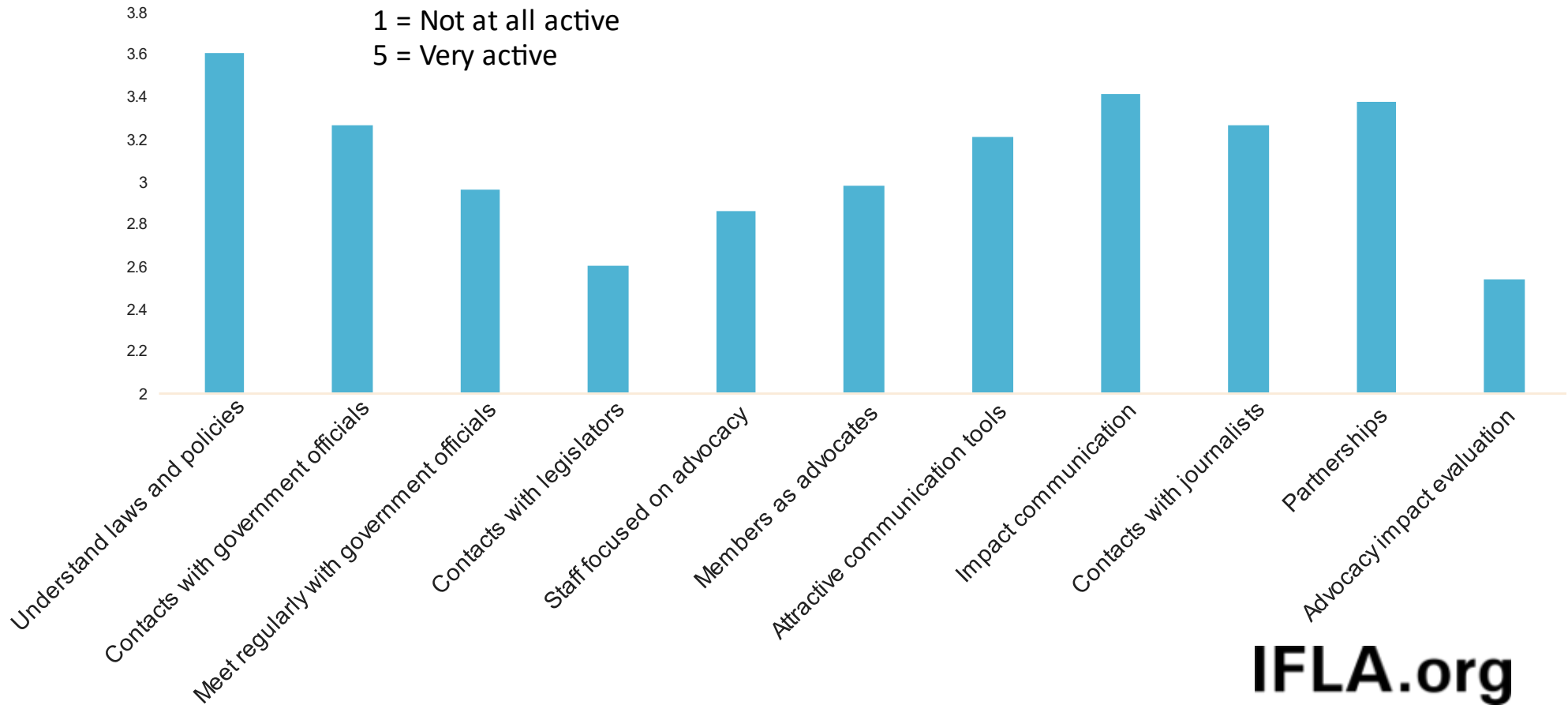5 = Very active

IFLA.org

Chart 5.1.2.3 These are the results of the third question for the LAC region only. What is interesting here is to look at lower scores as areas where more work needs to be done in the future, on which the LAC Regional Division may potentially want to focus. Making contacts with legislators, creating contacts with government officials, and meeting regularly with government officials are the three lowest scores in the LAC region -so there seems to be room for improvement here. On the other hand, we note that libraries in the LAC region do better in producing attractive communication tools, communicating the impact of libraries, and having members as advocates -these are thematic areas to keep in mind for knowledge sharing opportunities with other Regional Divisions that may lack those skills.

Elements of Advocacy: Current Levels of Activity
MENA REGION

1 = Not at all active
5 = Very active

Chart values (x-axis categories):
- Understand laws and policies
- Contacts with government officials
- Meet regularly with government officials
- Contacts with legislators
- Staff focused on advocacy
- Members as advocates
- Attractive communication tools
- Impact communication
- Contacts with journalists
- Partnerships
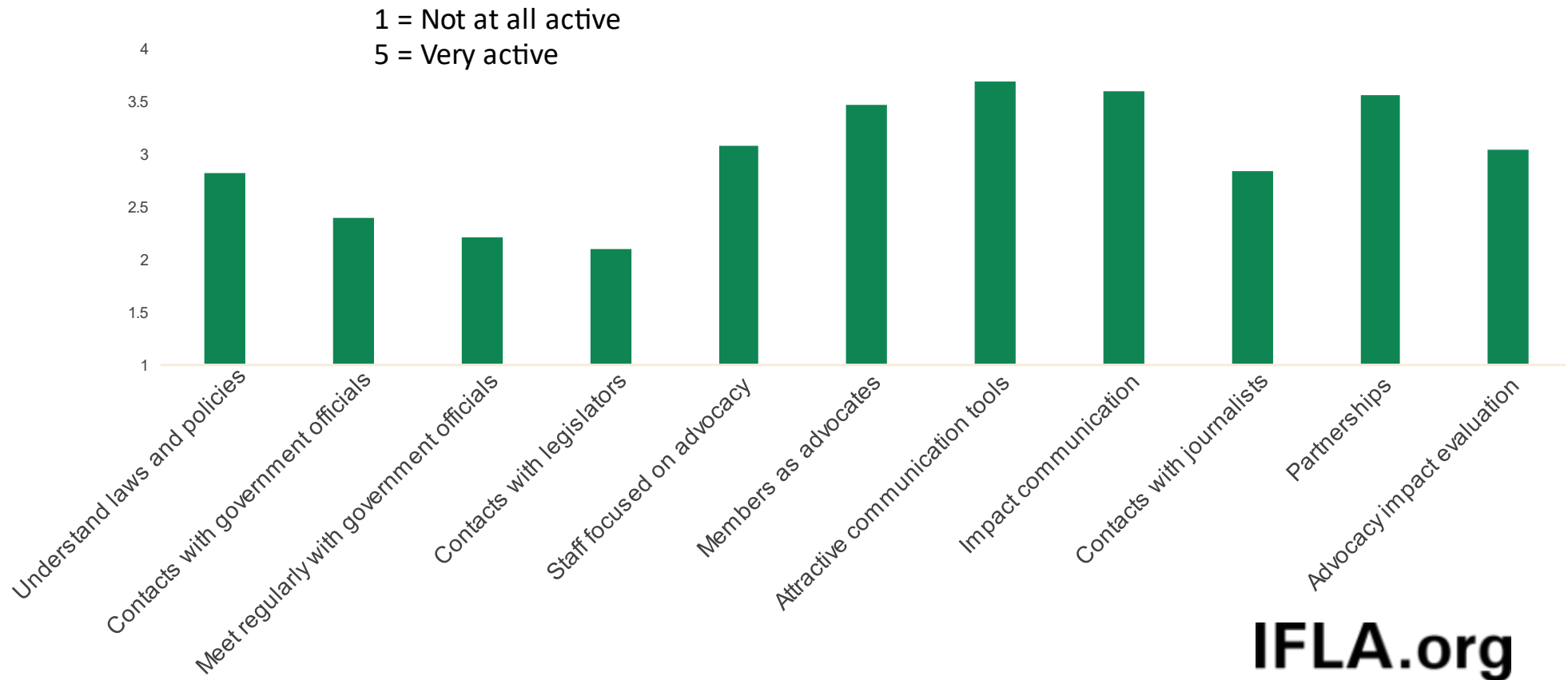- Advocacy impact evaluation

IFLA.org

Chart 5.1.2.4 These are the results of the third question for the MENA region only. What is interesting here is to look at lower scores as areas where more work needs to be done in the future, on which the MENA Regional Division may potentially want to focus. Evaluating the impact of advocacy, making contacts with legislators, having staff focused on advocacy, and meeting regularly with government officials are the four lowest scores in the MENA region - so there seems to be room for improvement here. On the other hand, we note that libraries in the MENA region seem to do better in having contacts with journalists, communicating the impact of libraries, creating attractive communication tools, and creating partnerships -these are thematic areas to keep in mind for knowledge sharing opportunities with other Regional Divisions that may lack those skills.

Elements of Advocacy: Current Levels of Activity
NA REGION
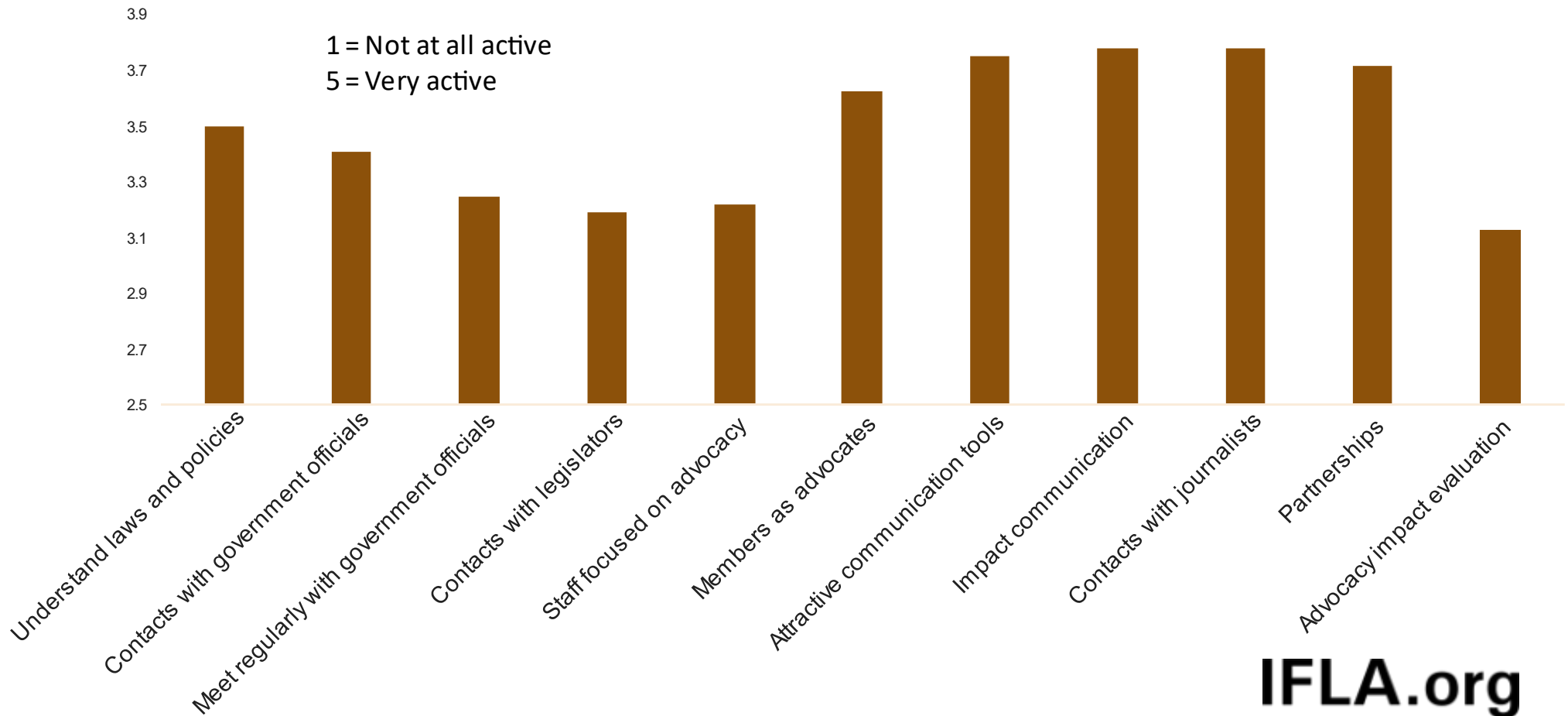

1 = Not at all active
5 = Very active

Chart 5.1.2.5 These are the results of the third question for the NA region only. What is interesting here is to look at lower scores as areas where more work needs to be done in the future, on which the NA Regional Division may potentially want to focus. Making contacts with legislators, evaluating the impact of advocacy, creating contacts with journalists, and meeting regularly with government officials are the four lowest scores in the NA region - so there seems to be room for improvement here. On the other hand, we note that libraries in the NA region seem to do better in forming partnerships, understanding laws and policies, and having staff focused on advocacy - these are thematic areas to keep in mind for knowledge sharing opportunities with other Regional Divisions that may lack those skills.

Elements of Advocacy: Current Levels of Activity
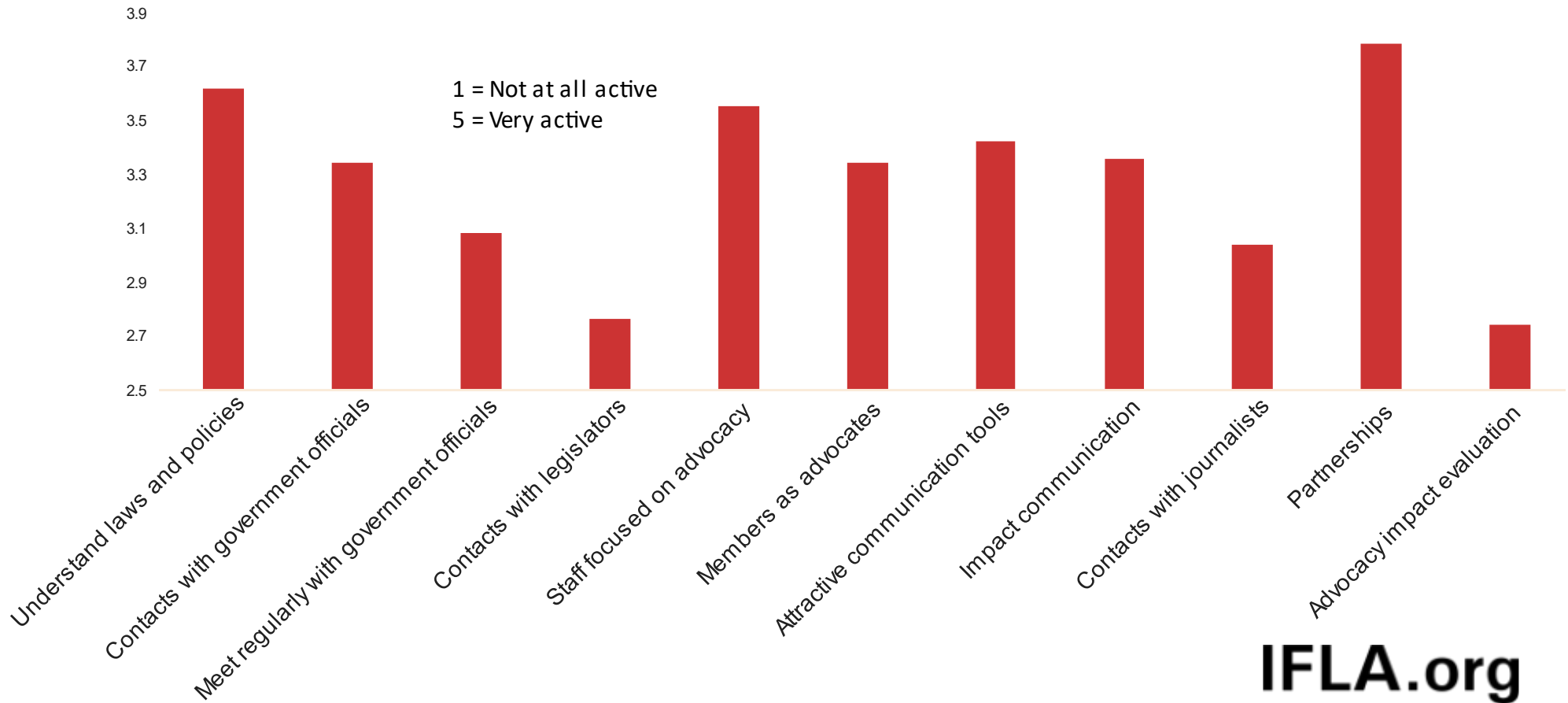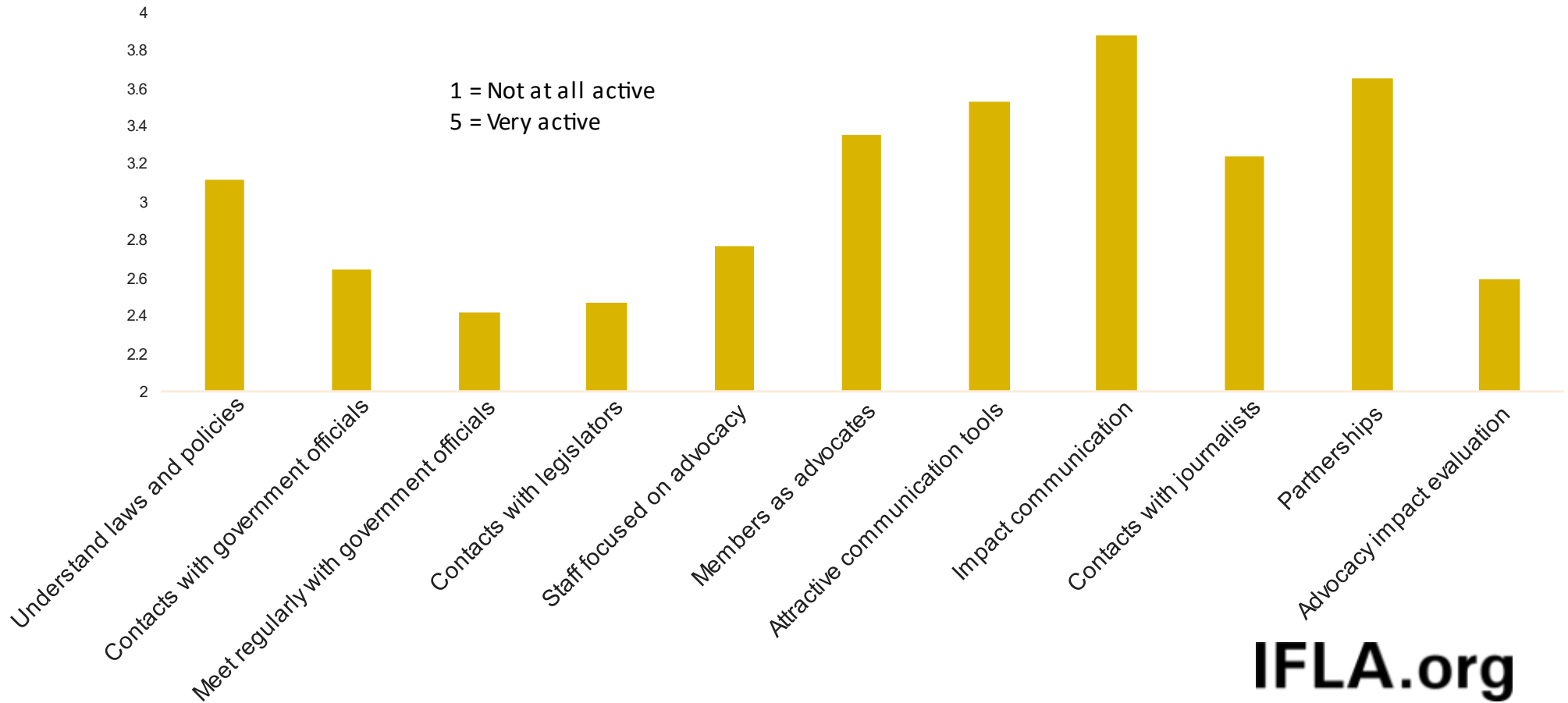## SSA REGION

1 = Not at all active
5 = Very active

Chart 5.1.2.6 These are the results of the third question for the SSA region only. What is interesting here is to look at lower scores as areas where more work needs to be done in the future, on which the SSA Regional Division may potentially want to focus. Making contacts and meeting regularly with government officials, making contacts with legislators, and evaluating the impact of advocacy are the four lowest scores in the SSA region - so there seems to be room for improvement here. On the other hand, we note that libraries in the SSA region seem to do better in communicating the impact of libraries, creating attractive communication tools, and creating partnerships - these are thematic areas to keep in mind for knowledge sharing opportunities with other Regional Divisions that may lack those skills.

5.2 Associations Level

Associations have a particularly important role in advocacy, often able to act in situations where individual libraries may not be able to, for example because of their status within government. They also of course have a special status within IFLA.

While the results for associations only cover a relatively small number of these, they offer some initial ideas both about where capacity building efforts can focus, including through the sharing of experience within regions.

The survey also asked association respondents to indicate into which IFLA membership band they fell. This allows us to compare the answers for larger, medium-sized and smaller associations. The goal here is to get a sense of whether there's a difference in focus between associations depending on their size, and to identify areas where less well-resourced members may gain from support from Regional Division Committees.

Elements of Advocacy: Current Levels of Activity
Global view – All regions

Associations' view

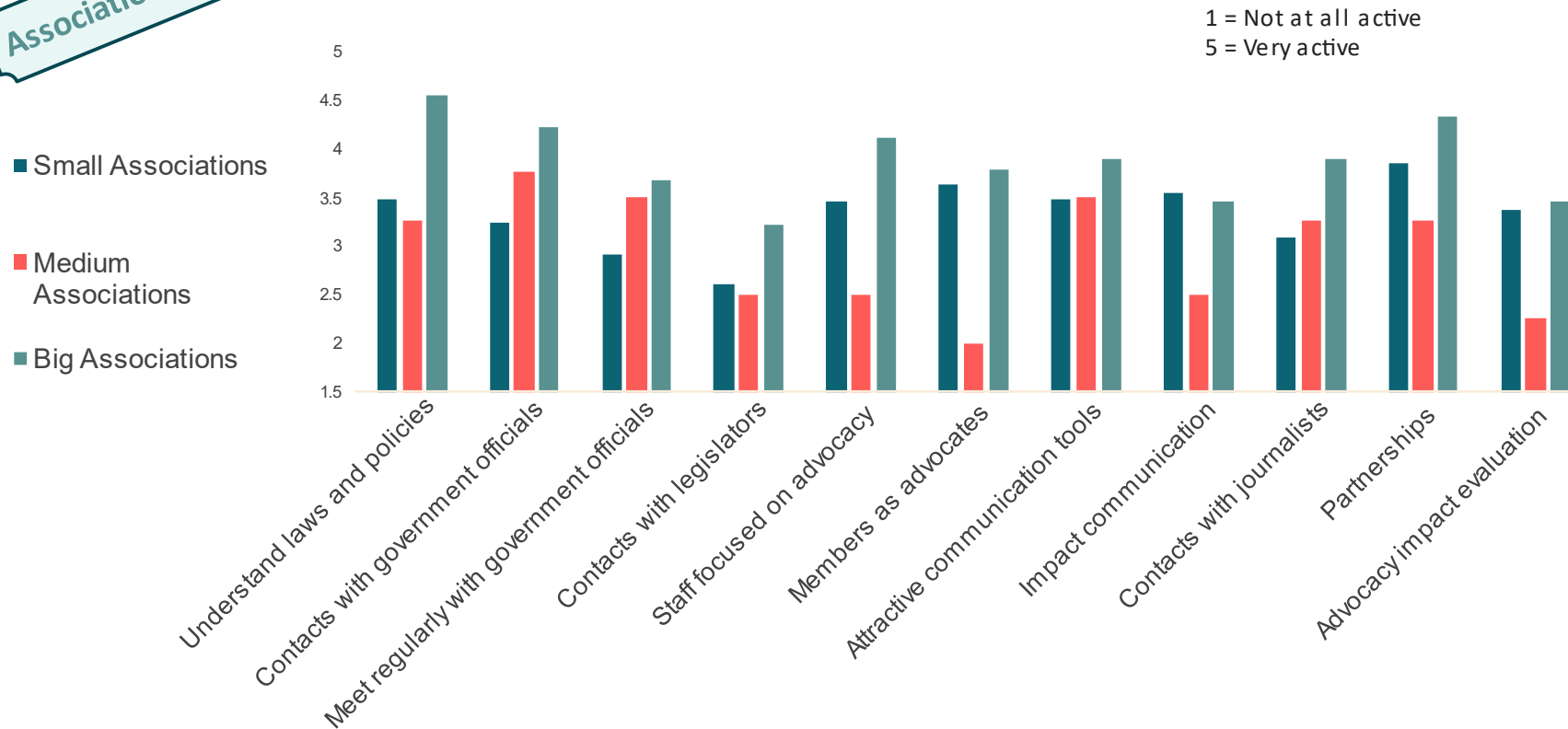1 = Not at all active
5 = Very active

Chart 5.2.1 This is the global view of the association respondents' answers to the third question about the types of activity carried out for advocacy. What is interesting here is to look at lower scores as areas where more work needs to be done in the future, where the Regional Divisions may potentially want to focus on. The biggest consensus seems to be that creating contacts with legislators is something that all associations, no matter their size, need improvement and work on. Interestingly we see that medium library associations consider the thematic areas of "having members as advocates" as their lowest score, while both small and big library associations believe they are good in that area -so, there might be a knowledge exchange opportunity here between medium and small/big library associations. The same seems to be happening with having staff focused on advocacy, communicating the impact of libraries, and evaluating the impact of advocacy. Finally, big library associations seem to excel in understanding laws and policies, while small and medium ones might need improvement in that area -and that could potentially from training and knowledge sharing offered by big associations.

Elements of Advocacy: Current Levels of Activity
Global view – All regions

Associations' view

1 = Not at all active
5 = Very active

Small Associations   Medium Associations   Big Associations

- ■ Understand laws and policies
- ■ Contacts with government officials
- ■ Meet regularly with government officials
- ■ Contacts with legislators
- ■ Staff focused on advocacy
- ■ Members as advocates
- ■ Attractive communication tools
- ■ Impact communication
- ■ Contacts with journalists
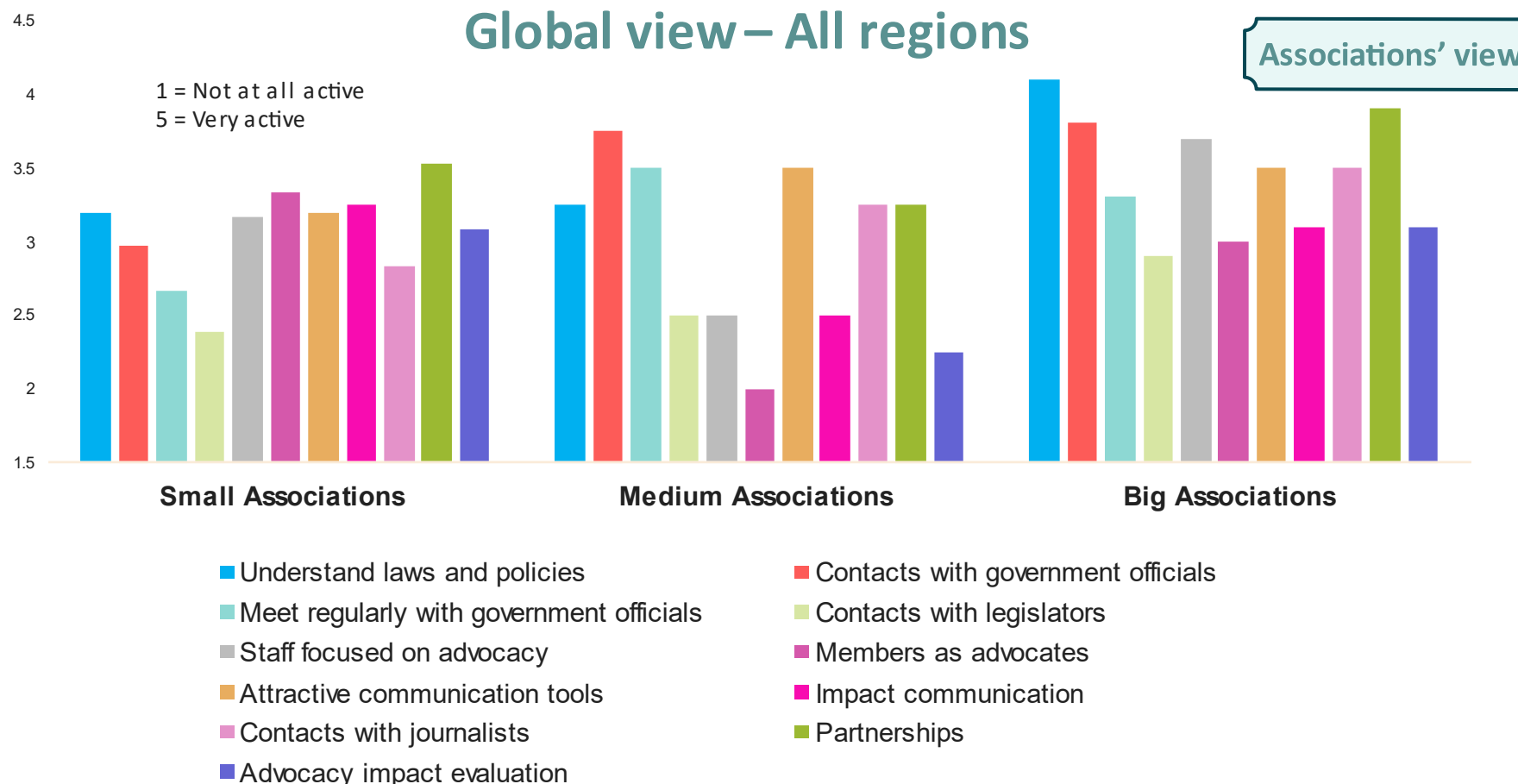- ■ Partnerships
- ■ Advocacy impact evaluation

Chart 5.2.2 This is the global view of the association respondents' answers to the third question, per association size type. What is interesting here is to look at lower scores as areas where more work needs to be done in the future, on which the Regional Divisions may potentially want to focus. Creating contacts with legislators seems to be something on which all associations, no matter their size, may need to work more. Small library associations seem to be more active in mobilising their members as advocates, if we compare this result to the one of medium and big library associations' respondents. Interestingly, each association type seems to be very active in a different thematic area: small associations are very active in partnerships, medium associations seem to be very active in contacts with government officials and big associations seem to be very active in understanding laws and policies.

Elements of Advocacy: Current Levels of Activity

1 = Not at all active
5 = Very active

Associations' view

Legend:
- ■ Understand laws and policies
- ■ Contacts with government officials
- ■ Meet regularly with government officials
- ■ Contacts with legislators
- ■ Staff focused on advocacy
- ■ Members as advocates
- ■ Attractive communication tools
- ■ Impact communication
- ■ Contacts with journalists
- ■ Partnerships
- ■ Advocacy impact evaluation

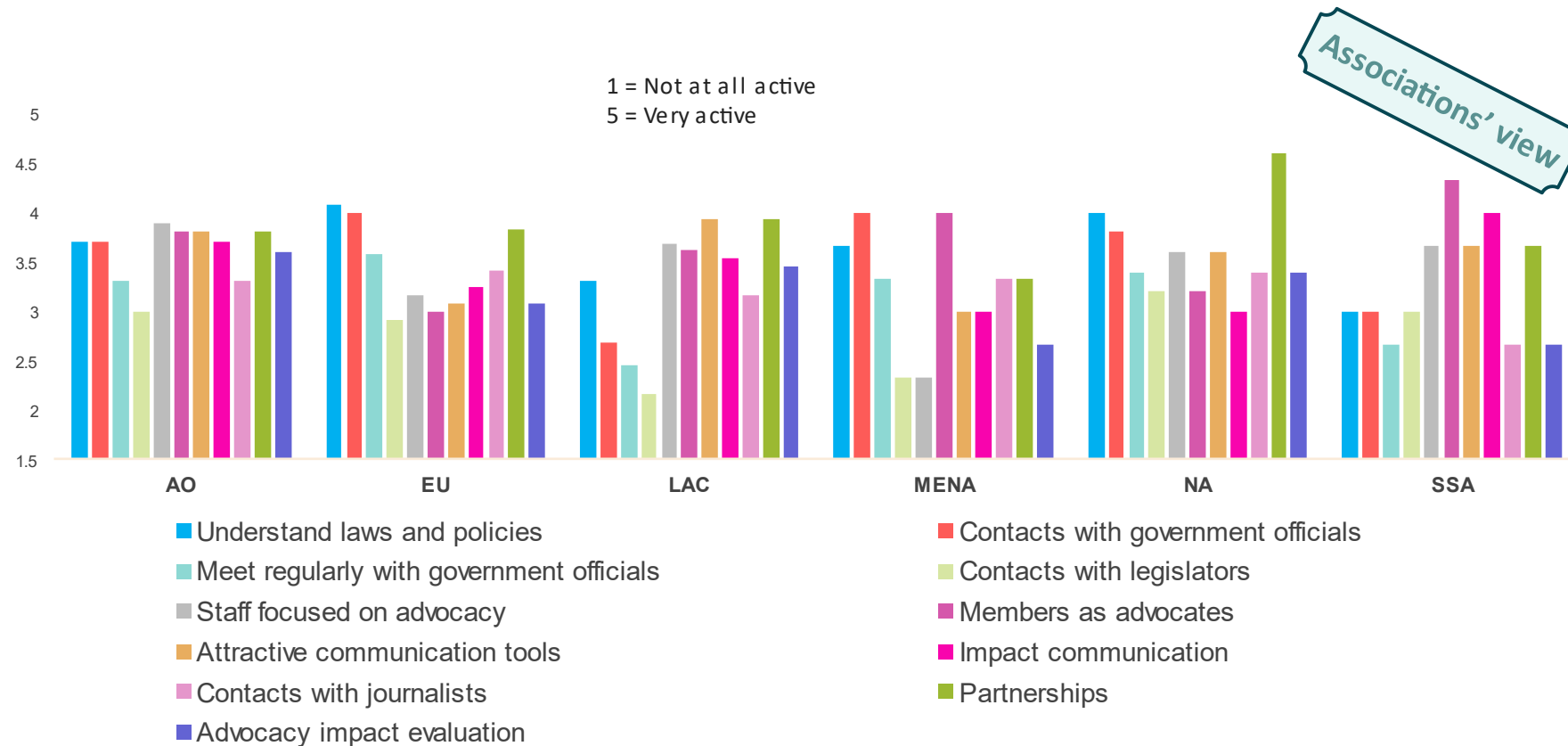Regions: AO, EU, LAC, MENA, NA, SSA

Chart 5.2.3 These are the association respondents' answers to the third question, per region. Library Associations think differently per region. What is interesting here is to look at lower scores as areas where more work needs to be done in the future, on which each Regional Divisions may potentially want to focus, and get or offer knowledge to another region. Creating contacts with legislators is an area on which library associations in every region seem to need to work more, as it is the lowest or one of the lowest scores in each region. Meeting regularly with government officials is low in AO, LAC and SSA, but not so low in the other regions, EU, MENA, and NA. There could be an interesting exchange opportunity here among the regional divisions on such an important advocacy matter as this one. The same pattern seems to appear in the thematic area of "having staff focused on advocacy", where libraries in AO, LAC and NA seem to be very active, while libraries in EU, MENA and SSA not.

Disclaimer: Results have been analysed for those regions, where there were at least 10 responses.

Elements of Advocacy: Current Levels of Activity
AO REGION

Associations' view
Small, Medium, Big

■ Small Associations
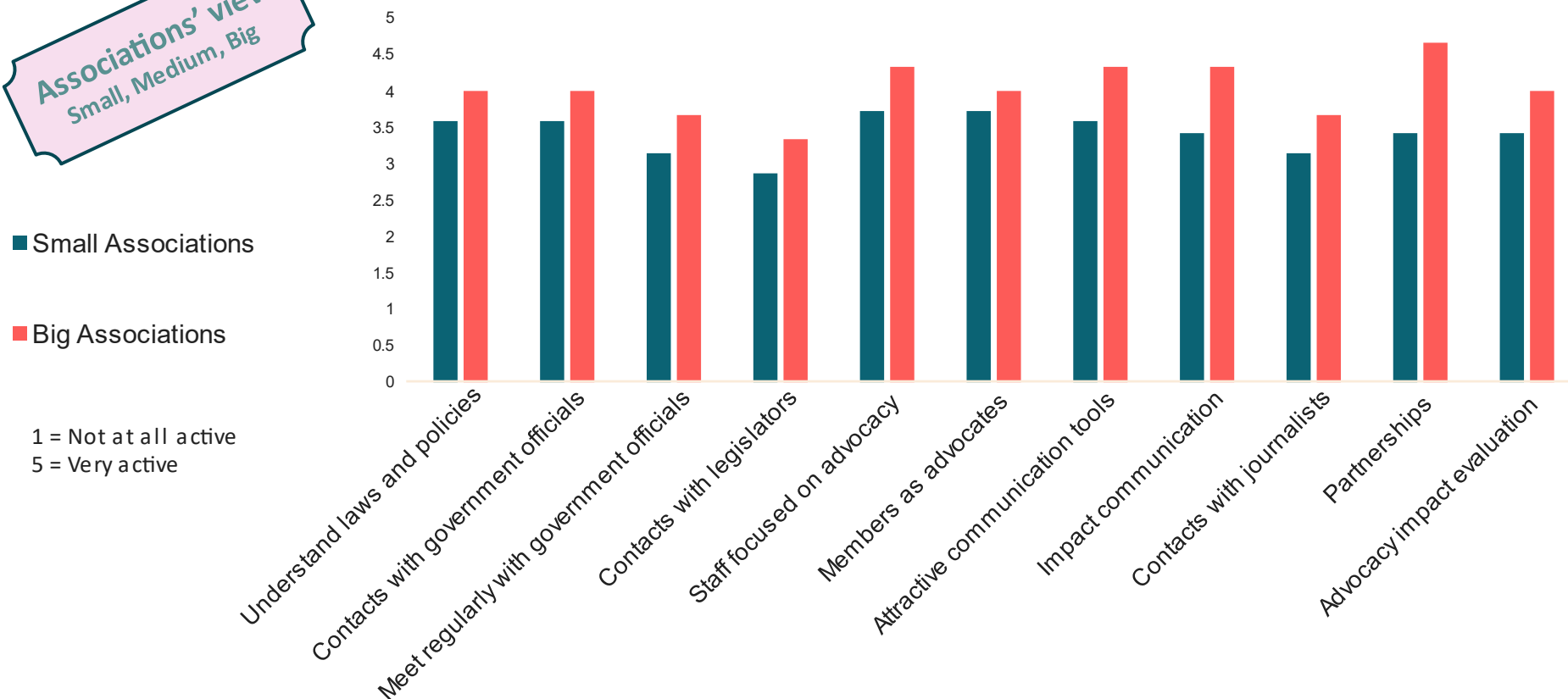
■ Big Associations

1 = Not at all active
5 = Very active

Chart 5.2.4.1 These are the association respondents' answers to the third question, only in the AO region. We had no responses from medium associations in the AO region, therefore in the chart we see the results from small and big library associations only. What is interesting here is to look at lower scores as areas where more work needs to be done in the future, on which the AO Regional Division may potentially want to focus. Both small and big library associations in the AO region could need improvement in creating contacts with legislators, as this is the lowest score in both. Interestingly, big library associations in the AO region are more active in partnerships than smaller ones and they both seem to have staff focused on advocacy, so we could say that this is something that characterises the regional landscape of library associations.

Elements of Advocacy: Current Levels of Activity
EU REGION

Associations' view
Small, Medium, Big

Legend:
- Small Associations
- Medium Associations
- Big Associations

1 = Not at all active
5 = Very active

Categories:
- Understand laws and policies
- Contacts with government officials
- Meet regularly with government officials
- Contacts with legislators
- Staff focused on advocacy
- Members as advocates
- Attractive communication tools
- Impact communication
- Contacts with journalists
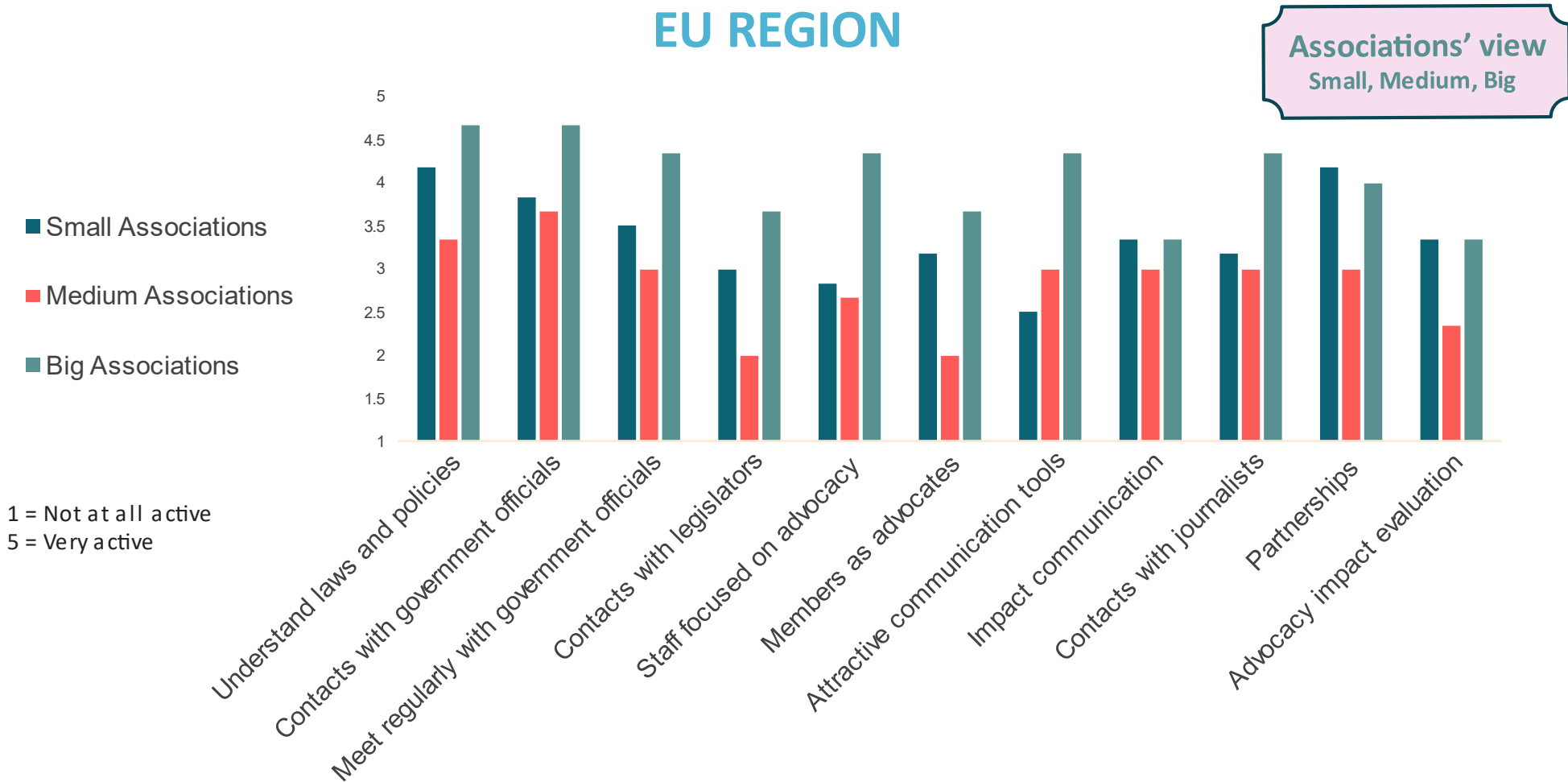- Partnerships
- Advocacy impact evaluation

Chart 5.2.4.2 These are the association respondents' answers to the third question, only in the EU region. What is interesting here is to look at lower scores as areas where more work needs to be done in the future, on which the EU Regional Division may potentially want to focus. Interestingly, medium, and big library associations in EU have scored the thematic area of "having members as advocates" as their lowest score, while smaller associations seem to be quite active in this area, potentially having to count more on their members to advocate anyway. There is an interesting potential here for smaller library associations to share their knowledge with medium and big library associations in this area of work. On a similar track, medium library associations in EU seem to be less active in creating contacts with legislators, while small and big associations are more active in this area.

Elements of Advocacy: Current Levels of Activity
LAC REGION

Associations' view
Small, Medium, Big

■ Small Associations

■ Big Associations

1 = Not at all active
5 = Very active

Chart categories (x-axis): Understand laws and policies; Contacts with government officials; Meet regularly with government officials; Contacts with legislators; Staff focused on advocacy; Members as advocates; Attractive communication tools; Impact communication; Contacts with journalists; Partnerships; Advocacy impact evaluation

Chart 5.2.4.3 These are the association respondents' answers to the third question, only in the LAC region. We had no responses from medium associations in the LAC region, therefore in the chart we see the results from small and big library associations only. What is interesting here is to look at lower scores as areas where more work needs to be done in the future, on which the LAC Regional Division may potentially want to focus. Every thematic area seems to have its own unique results here: in some cases, small associations seem to be more active than big associations, and the opposite in other areas of work. For example, big associations are more active in understanding laws and policies, while small LAC associations have scored this thematic area as one of their less active ones. On the other hand, small associations are relatively active in creating attractive communication tools, communicating the impact of libraries, and creating contacts with journalists, while big associations have scored this thematic area as their one of their less active.

5.3.1   Global view – view per topic

Elements of Advocacy: Current Levels of Activity
Global view – All regions

Institutions' view

- Small Institutions
- Medium Institutions
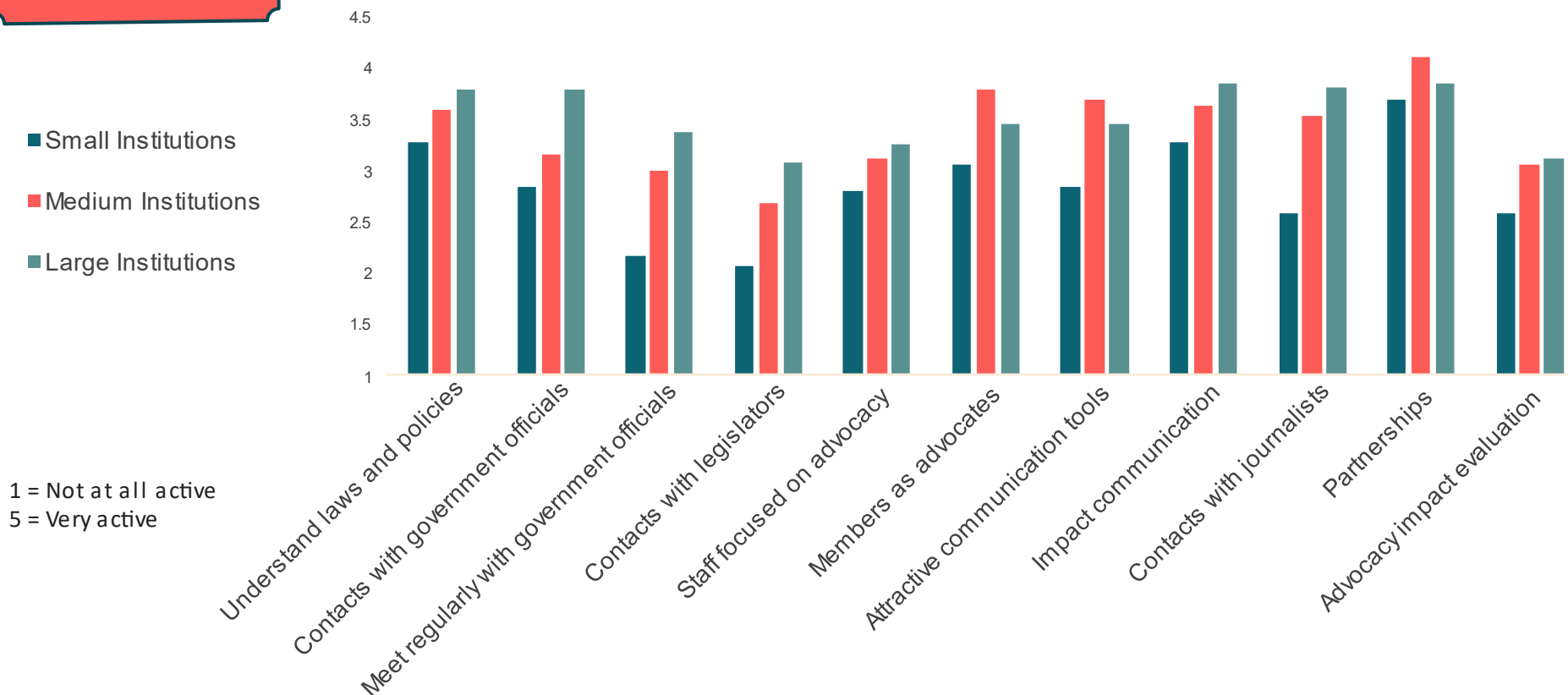- Large Institutions

1 = Not at all active
5 = Very active

Chart 5.3.1 This is the global view of the institution respondents' answers to the third question, about the types of activity carried out for advocacy. What is interesting here is to look at lower scores as areas where more work needs to be done in the future, where Regional Divisions may potentially want to focus on. Same as on the global view (see Chart 5.1.1) and on the associations' view (see Chart 5.2.1), creating contacts with legislators is an area where all institutions, no matter their size, would need to work more on, as it is the lowest score for all types of institutions. However, large institutions seem to be more active in creating contacts and meeting regularly with government officials -so, something to probably train staff in small and medium institutions, who seem to need improvement in that area of work.

Elements of Advocacy: Current Levels of Activity
Global view – All regions

Institutions' view

1 = Not at all active
5 = Very active

Small Institutions   Medium Institutions   Large Institutions

- ■ Understand laws and policies
- ■ Contacts with government officials
- ■ Meet regularly with government officials
- ■ Contacts with legislators
- ■ Staff focused on advocacy
- ■ Members as advocates
- ■ Attractive communication tools
- ■ Impact communication
- ■ Contacts with journalists
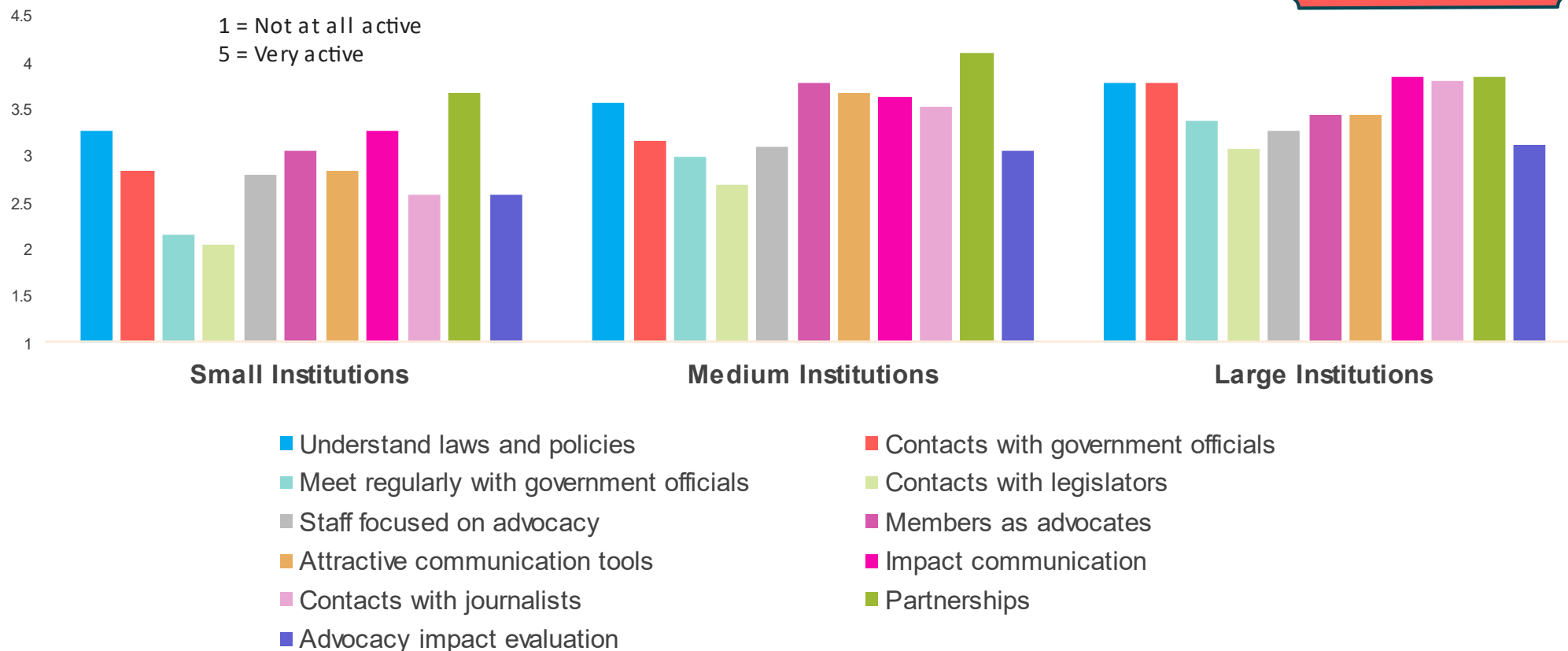- ■ Partnerships
- ■ Advocacy impact evaluation

Chart 5.3.2 This is the global view of the institution respondents' answers to the third question, per institution size type, about the types of activity carried out for advocacy. What is interesting here is to look at lower scores as areas where more work needs to be done in the future, where Regional Divisions may potentially want to focus on. Creating contacts with legislators is an area of work where all institutions, no matter their size, could want to put more effort in, as it is the lowest score for all types of institutions.

Elements of Advocacy: Current Levels of Activity

Institutions' view

1 = Not at all active
5 = Very active

Regions: AO, EU, LAC, MENA, NA, SSA

Legend:
- Understand laws and policies
- Contacts with government officials
- Meet regularly with government officials
- Contacts with legislators
- Staff focused on advocacy
- Members as advocates
- Attractive communication tools
- Impact communication
- Contacts with journalists
- Partnerships
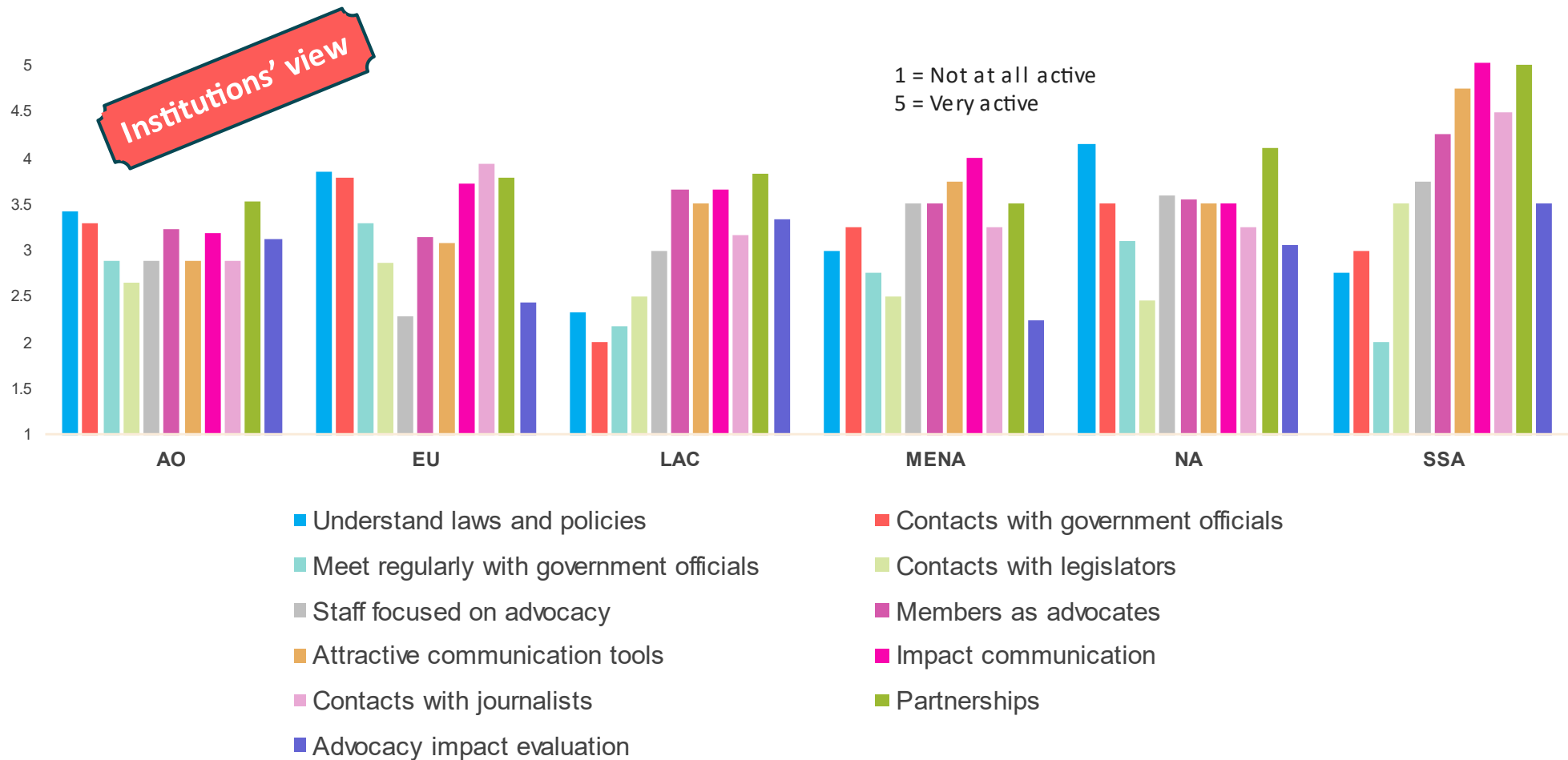- Advocacy impact evaluation

Chart 5.3.3 These are the institution respondents' answers to the third question, per region. What is interesting here is to look at lower scores as areas where more work needs to be done in the future, where each Regional Division may potentially want to focus on and get or offer knowledge to another region. Making contacts with legislators is a theme with the lowest score in AO and NA, while in EU the lowest scores are having staff focused on advocacy, advocacy impact evaluation and making contacts with legislators; in LAC the lowest score is making contacts with government officials, and in the MENA region evaluating the impact of advocacy. Library institutions in NA and MENA regions seem to have staff focused on advocacy, so those institutions could offer knowledge to institutions in the EU region. A universal training to all regional divisions around the theme "contacts with legislators" could be of value for all regions and is maybe something for the Regional Council to discuss.

Disclaimer: Results have been analysed for those regions, where there were at least 10 responses.

Elements of Advocacy: Current Levels of Activity
AO REGION

Institutions' view
Small, Medium, Large

1 = Not at all active
5 = Very active

- Small Institutions
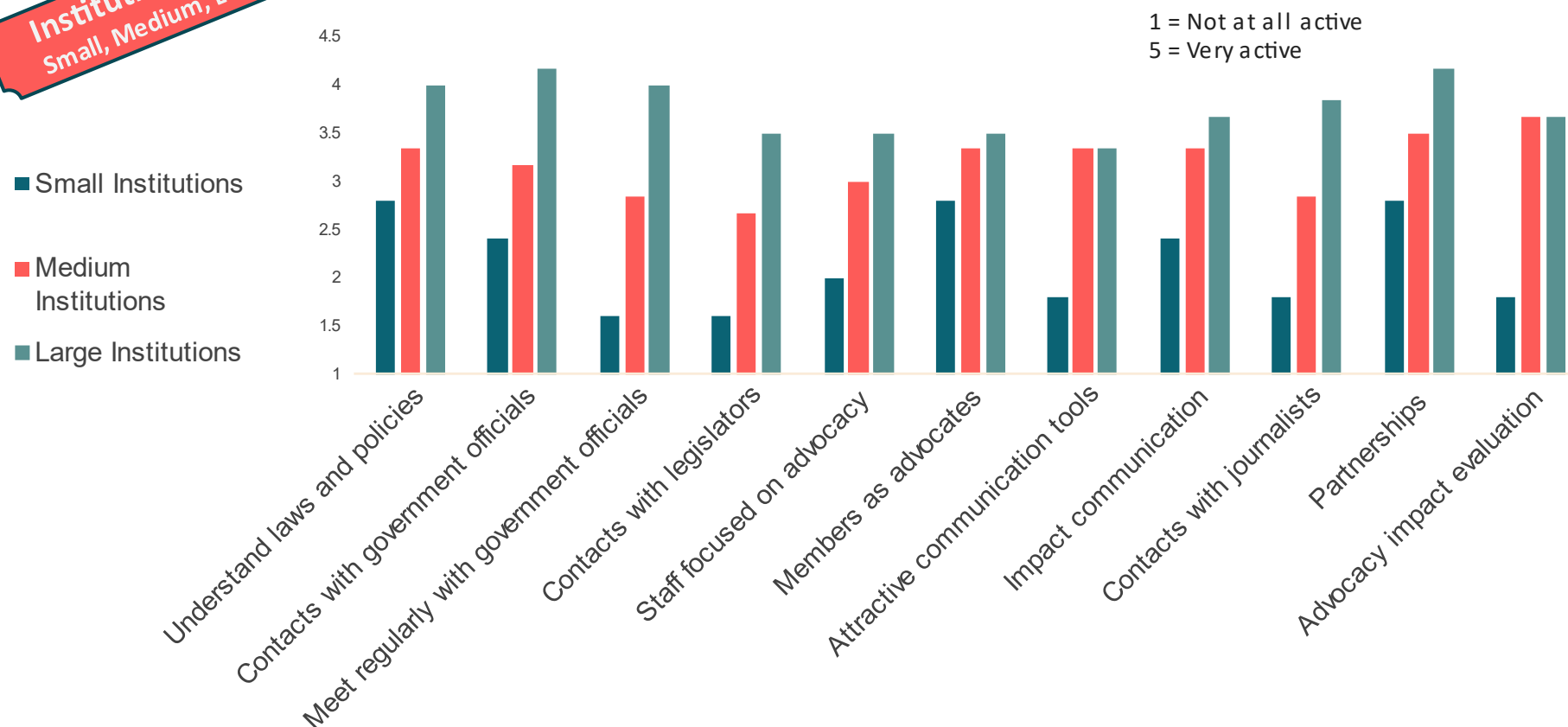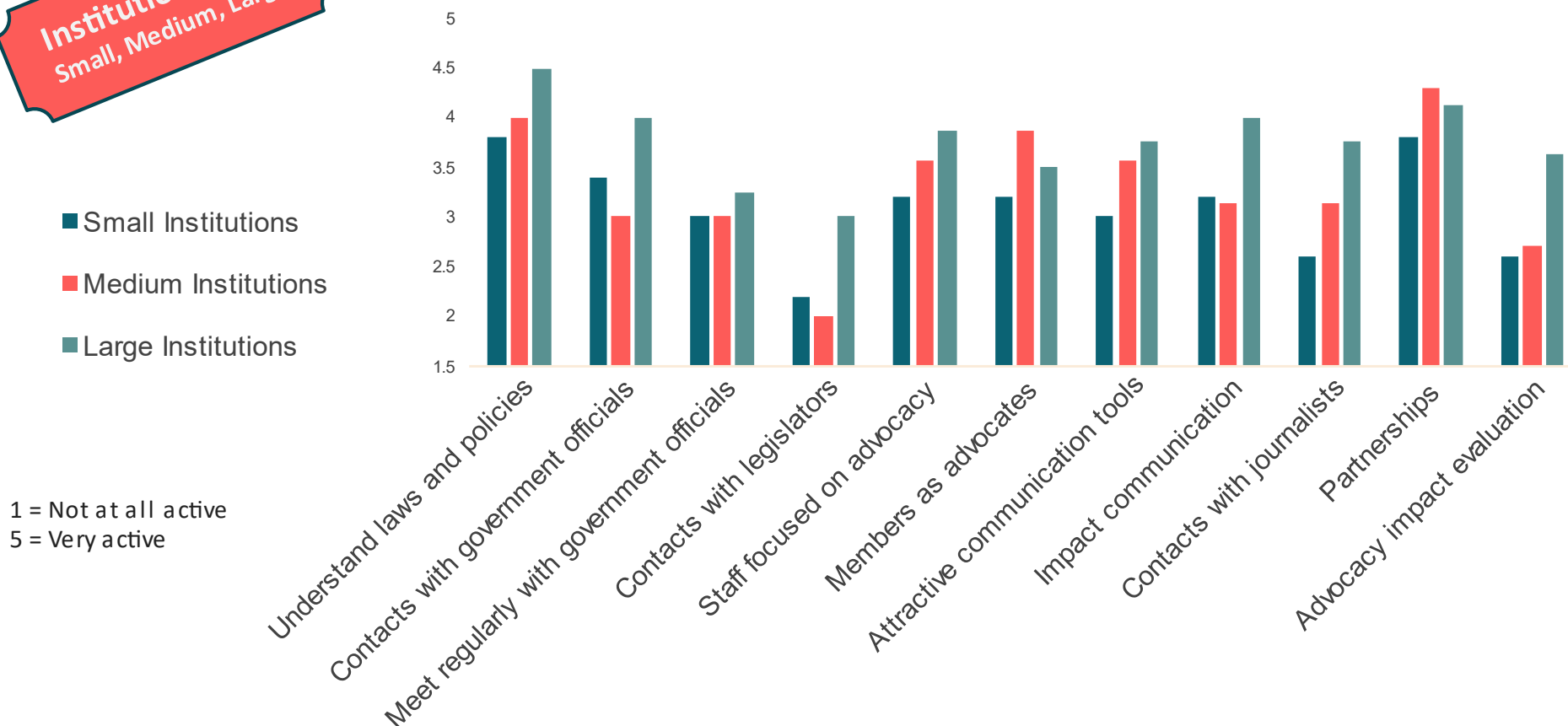- Medium Institutions
- Large Institutions

Chart 5.3.4.1 These are the AO region's institution respondents' answers to the third question about the types of activity carried out for advocacy. What is interesting here is to look at lower scores as areas where more work needs to be done in the future, where the AO Regional Division may potentially want to focus on. Overall, larger institutions seem to be most active across the different dimensions of advocacy, giving the highest responses with the exception of creating attractive communications material and evaluation, where medium sized institutions are just as strong.

Elements of Advocacy: Current Levels of Activity
NA REGION

Institutions' view
Small, Medium, Large

- Small Institutions
- Medium Institutions
- Large Institutions

1 = Not at all active
5 = Very active

Chart 5.3.4.2 These are the NA region's institution respondents' answers to the third question about the types of activity carried out for advocacy. What is interesting here is to look at lower scores as areas where more work needs to be done in the future, where the NA Regional Division may potentially want to focus on. Generally, there seems to be an agreement between different sizes of institution in general. All types of institutions in the NA region agree that they could be more active in contacting legislators, so all institutions could agree to work altogether on this. Larger institutions seem most invested in general, with the exception of work on mobilising members as advocates, and forming partnerships.