



# IFLA Regional Division Committee Middle East and North Africa

Regional Divisions 2021-2023

## Middle East and North Africa REGIONAL ACTION PLAN 2021-2023 / UPDATED OCTOBER 2022

### 1. SDGs ENGAGEMENT - THE GLOBAL ADVOCACY DEFINED BY THE REGIONAL COUNCIL

#	Title of Action	Expected Outcome	Outputs and Activities	Timeframe	Impact Measurement	Actors Involved	Partners (internal/external)	Notes
1.1	Promoting greater awareness of SDGs in library support in SDG activities	1. Increase number of libraries in the MENA region involved in SDG-Oriented activities 2. Increase of activities in libraries focused on SDGs	1. MENA Division Committee Webinar updating on SDGs and IFLA work	By January - February 2023	1. Number of invitations sent 2. Number of webinar attendees 3. Feedback from attendees	1. MENA Regional Division Committee 2. IFLA HQ		
			2. MENA Region webinar introducing samples of library work, as well as other fields, linked to SDGs	By December 2022	1. Number of invitations sent 2. Number of webinar attendees 3. Number of countries attended 4. Feedback from attendees	1. MENA Regional Division Committee 2. IFLA HQ	1. National Associations 2. United Nations Economic and Social Commission for Western Asia (ESCWA)	
1.2	Engaging library associations in drafting advocacy plans of SDG projects	Increase number advocacy projects submitted for funding and implementation	MENA Region Workshop: Refresher on drafting an advocacy plan	By March - July 2023	1. Number of invitations sent 2. Number of webinar attendees 3. Number of submitted advocacy plans 4. Feedback from attendees	1. MENA Regional Division Committee 2. IFLA HQ	National Associations	Asia and Oceania Regional Division
1.3	Preparing material to draft Voluntary National Reviews (VNRs)	Increase number of libraries (national associations) submitting material to VNRs	1. Regional Committee webinar on elements of VRN	TBA 2023	Templates of Voluntary National Reviews (VNRs) in English, Arabic & French	1. MENA Regional Division Committee 2. IFLA HQ	1. National Associations 2. National Libraries 3. United Nations Economic and Social Commission for Western Asia (ESCWA)	Asia and Oceania Regional Division
			2. Drafting a contact list identifying national government body related to drafting VNR		Number of official bodies identified and contacted			
			3. Identifying applicable UN 2030 agenda goals per country		Summary report on a national level			
1.4	Creating SDG Book Clubs workshop	Raise awareness among the public and youth on the SDGs	Webinar on how to establish a Book club	By November 2023	1. Number of established book clubs 2. Drafting a title list of books in Arabic that touch the SDGs	1. Regional Division Committee 2. IFLA HQ	1. National Associations/Committee 2. Relevant IFLA sections	Reach put to IFLA

## 2. ENGAGEMENT IN OTHER GLOBAL ADVOCACY PRIORITIES

#	Title of Action	Expected Outcome	Outputs and Activities	Timeframe	Impact Measurement	Actors Involved	Partners (internal/external)	Notes
2.1	Preserving and providing access to culture and cultural heritage available	Promoting IFLA efforts in the field of convergence between heritage preservation institutions	Seminar participation (IFLA's efforts to support the convergence of cataloging standards in the sectors of heritage preservation: libraries, museums and archives)	During international seminar titled (documenting the knowledge heritage: preserving and reemploying) Tunisia 15-16 March 2022	1. Number of invitations sent 2. Number of seminar attendees 3. Number of countries attended 4. Feedback from attendees	Committee		IFLA Cataloguing Section
		Recognize the role of libraries in the field of heritage preservation	Workshop in how to plan for promotional campaign for cultural heritage in libraries and information centers	The Arabic cultural heritage day on 27-feb /2023	1. Number of invitations sent 2. Number of seminar attendees 3. Number of countries attended 4. Feedback from attendees	Committee, Regional Office, IFLA HQ	Unesco, Alecso	PAC Centre at Qatar National Library
2.2	International copyright reform	Raising awareness of Arab library associations about the need to have good relations with the local offices of WIPO	Workshop for Arabic library associations about the importance to share their opinion with WIPO local office	The International Day for Authors Copyrights on 24 of April 2022/2023	1. Number of WIPO contacts added to the list 2. Number of meetings arranged with WIPO reps 3. Number of MENA countries that have established contact	Regional Office, IFLA HQ	WIPO local office	North America Regional Division
		The contribution of Arab library associations to local and regional debates regarding Internet governance	Webinars to explain how library associations can participate in the regional IG discussion and the importance of their participation	April 2022/2023	1. Number of seminar attendees 2. Number of library associations 4. Feedback from attendees 5. Number of library associations attending local IGFs	Committee, Regional Office	Arab IGF, AUC Knowledge Meeting	EU Regional Division
2.4	Promoting library values and human rights	Obtaining the support of human rights organizations for the activities of libraries and including them in their agenda	Workshops about the importance of libraries as one of the most important channels for information access for the less privileged people (women, child,...)	International day for libraries October 2022 /2023	Number of attendees	Committee, Regional Office, IFLA HQ	human right regional associations	Advisory Committee on Freedom of Access to Information and Freedom of Expression

## 3. BUILDING REGIONAL ADVOCACY CAPACITY AND IMPACT

#	Title of Action	Expected Outcome	Outputs and Activities	Timeframe	Impact Measurement	Actors Involved	Partners (internal/external)	Notes
3.1	Identifying partnerships	Drafting guidelines reflecting on how to identify partners in projects and activities	Guidelines and tips on how to increase partnerships	By April 2023	1. Survey libraries on efforts to identify partners whether local, regional or international 2. Compile recommendations and suggestions	1. MENA Regional Division Committee 2. IFLA HQ		

### 3. BUILDING REGIONAL ADVOCACY CAPACITY AND IMPACT (cont.)

#	Title of Action	Expected Outcome	Outputs and Activities	Timeframe	Impact Measurement	Actors Involved	Partners (internal/external)	Notes
3.2	Developing advocacy capacity across the MENA region members	Increase capacity of library sector and library associations of the MENA region for advocacy activities	1. Reviewing current IFLA Advocacy material in the Arabic language 2. Develop online Moodle material on advocacy modules to post online complementing IFLA material	1st training programme: July - October 2022 2nd training programme: Jan - March 2023 3rd training programme: May - July 2023	1. Number of documents edited and revised 2. Number of participants 3. Feedback from participants on material and sessions 4. Number of libraries and associations that submitted Advocacy plans 5. Changes in level of participants in the IFLA Advocacy grid	1. MENA Regional Division Committee 2. IFLA HQ	1. National Associations 2. National Libraries 3. Libraries: Different types 4. Arab Federation for Libraries and Information (AFLI)	IFLA Language Centers: Arabic
3.3	Preserving and providing access to culture and cultural heritage available	Increase awareness among the youth on the important role of preserving cultural heritage	Workshop in how to plan for promotional campaign for cultural heritage in libraries and information centers	The Arabic cultural heritage day on 27-feb – 2022/2023	Number of participants and feedback	1. MENA Regional Division Committee 2. IFLA HQ	1. PAC Centre at Qatar 2. National Library 3. Unesco 4. Alecco	North America Regional Division
			Preparing promotional items that highlight cultural heritage and SDG	By June 2023	Promotional items	1. MENA Regional Division Committee 2. IFLA HQ	1. PAC Centre at Qatar 2. Donors 3. National Associations: Libraries/Museums/Archives 4. Ministries of Culture 5. Blue Shield Lebanon	

### 4. SUPPORTING OUTREACH

#	Title of Action	Expected Outcome	Outputs and Activities	Timeframe	Impact Measurement	Actors Involved	Partners (internal/external)	Notes
4.1	Increasing IFLA membership and awareness among MENA region	Increase the visibility, impact and membership in the MENA Region through partnerships with national associations	Develop a marketing campaign in Arabic, English and French: digital platforms, flyers, roll-ups.....	Depending on national calendars and events and through national and regional library and information conferences and gatherings as possible	1. Launch of digital platform 2. No. of flyers, roll-ups... created and distributed	1. MENA Regional Division Committee 2. IFLA HQ	1. National Associations 2. LIS Schools	1. LIS Education in Developing Countries Special Interest Group 2. North America Regional Division
4.2		Raise awareness amongst MENA library associations and libraries on IFLA work and experience of being a member of IFLA	Organize webinars, talks... on awareness and the IFLA experience		1. Number of participants and feedback 3. Questionnaire report 3. Number of new members			
4.3		Identify reason of low membership in IFLA through a questionnaire	Draft a survey to be distributed amongst librarians and Associations		1. Survey template 2. Number of respondents to questionnaire 3. Analysis report of survey			
4.4		Raise visibility amongst other non-library entities: cultural, educational, societies....	Participate in national events and activities: conferences, speakers, presentations, activities, poster sessions.....		1. Number of attended events 2. Feedback from hosts			

## 5. ENRICHING THE LIBRARY MAP OF THE WORLD

#	Title of Action	Expected Outcome	Outputs and Activities	Timeframe	Impact Measurement	Actors Involved	Partners (internal/external)	Notes
5.1	<b>Launch MENA Region Countries Engagement Campaign on Library Map of the World.</b>	As of now, only 42% of countries in MENA Region have shared country profile and data on Library Map of the World. Expect about 85% of countries (16) in MENA Region to have country profile inputs by the end of 2 years.	Produce a current review report incorporating a strategic implementation plan, set a campaign control structure, and specify clear, open communication lines after identifying priority countries.	January - Feb 2022	- Library Map of the World - MENA RDC Report integration to every aspect of the action plan. (%) - Continuous monitoring and evaluation (M&E) to assess the performance of the action plan	• IFLA HQ • MENA RC Members		
			Conduct concept and methodology workshops to brief partners on the Library Map of the World on tools and methodologies facilitating engagement activities, logistics, and communication and informing participants. Develop a Country Profile Template and Guidelines. (PDF)	March - April 2023	- Data presentation and involvement: Number of Country Profiles Submissions.		Local partners and stakeholders: • National Library Associations • Culture Ministries, Cultural Organizations  Collaboration with the EU RDC	
			Conduct sharing sessions on the Library Map of the World (virtually or in-person if possible.) Experiences from previously participants countries and other RDCs.	April 2023	- Number of Sharing Sessions Conducted (Min. 2 Sessions including Q&A)		Collaboration with the EU RDC and the LAC RDC	
5.2	<b>Library Performance Metrics Data Collection.</b>	As of now, only 42% of countries in MENA Region have shared country profile and data on Library Map of the World. Expect about 70% of countries (13) in MENA Region to share performance metrics data inputs by the end of 2 years.	Influencer Education; Workshops and seminars on data collection demonstration and tools.	May - October 2023	- Percentage of libraries completing data collection programs within the target country.	• IFLA HQ • MENA RC Members • Educational Institutes	Local partners and stakeholders: • National Library Associations • Culture Ministries, Cultural Organizations.	Up to Committee Chair to decide feasibility. Also, upon request from partners.
			Capacity and Network Building. How to gather and how to use data.	May - October 2023	- Number of Sharing Sessions Conducted (Min. 2 Sessions including Q&A)			
5.3	<b>SDGs stories collection</b>	As of now, only 16% of countries in MENA Region have shared SDG stories on Library Map of the World. Expect about 60% of countries (10) in MENA Region to share SDG stories by the end of 2 years.	Conduct concept and methodology workshops to brief partners on writing SDG stories. Develop as SDG story-telling Template and Guidelines. (PDF)	November - December 2023	- Percentage of SDG stories shared from the region. - Number of sessions and workshops conducted.	• IFLA HQ • MENA RC Members	Local partners and stakeholders: • National Library Associations • Culture Ministries, Cultural Organizations  Collaboation with the AO RDC & (Iraq, Tunisia & Jordan)	
			Conduct sharing sessions on SDG Story-telling (virtually or in-person if possible.) Experiences from previously participants countries and other RDCs.	November - December 2023	- Number of Sharing Sessions Conducted (Min. 2 Sessions including Q&A)			
5.4	<b>Sustainability of LMW Framework.</b>	To sustain the project for years to come, It is expected to have a revised and approved framework to sustain the LMW Project.	Produce a review report incorporating successful practices, answers to frequent asked question and an reference to plan models.	November - December 2023	- Library Map of the World - MENA RDC Report integration to an inclusive Framework. Live Papers.	• IFLA HQ • MENA RC Members		
			Produce an inclusive Framework doument, incorporating optional plans to go around the whole process to contribute to LMW.	December 2023	- Library Map of the World - MENA RDC Revised and Approvef Framework Document			

## 6. OTHER PROJECTS

#	Title of Action	Expected Outcomes	Outputs and Activities	Timeframe	Impact Measurement	Actors Involved	Partners (internal/external)	Collaboration
6.1	<b>Supporting inclusion and diversity in libraries</b>	Encourage diversity and inclusivity through library services, collections and e-collections and publisher collaboration	Draft statement of inclusivity and diversity	By 10 October 2022/2023	Draft of statement	1. MENA Regional Division Committee 2. IFLA HQ	1. National Associations 2. National NGOs 3. IFLA CLM 4. Publishers	1. Asia and Oceania Regional Division 2. Europe Regional Division
			Draft inclusive libraries initiative action plan	By November 2022/2023	Draft of action plan			
6.2	<b>Developing links and activities with other cultural heritage institutions: museums and archives</b>	Building a collaborative network among cultural heritage institutions	1. Create national contact databases 2. Organize gatherings and talks to plan for joint activities	By March 2023	1. Number of contacts 2. Number of joint activities 3. Number of MOUs between national association and partners	1. MENA Regional Division Committee 2. IFLA HQ	1. National Associations: Libraries/Museums/Archives 2. Prominent individuals: Libraries/Museums /Archives 3. Ministries of Culture	