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

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

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<th>#</th>
<th>Title of Action</th>
<th>Expected Outcome</th>
<th>Outputs and Activities</th>
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<th>Partners (internal/external)</th>
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</table>
| 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  
2. MENA Region webinar introducing samples of library work, as well as other fields, linked to SDGs | By January - February 2023  
By December 2022 | 1. Number of invitations sent  
2. Number of webinar attendees  
3. 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) | National Associations  
Asia and Oceania Regional Division |                                  |
| 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 VNR  
2. Drafting a contact list identifying national government body related to drafting VNR  
3. Identifying applicable UN 2030 agenda goals per country | TBA 2023  
Number of official bodies identified and contacted  
Summary report on a national level | 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) | National Associations  
Asia and Oceania Regional Division |                                  |
| 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 | National Associations/Committee  
2. Relevant IFLA sections | Reach out to IFLA |                                  |
## 2. ENGAGEMENT IN OTHER GLOBAL ADVOCACY PRIORITIES

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| 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 replying) 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 |                       |
| 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 Copyrighst 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, Unesco, Alecso | North America Regional Division |                       |
| 2.4 | Promoting library values and human rights | 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 IGF discussion and the importance of their participation | April 2022/2023 | 1. Number of seminar attendees  
2. Number of library associations  
3. Number of MENA countries that have established contact  
4. Feedback from attendees  
5. Number of library associations targeting local IGFs | Committee, Regional Office | Arab IGF, AUC Knowledge Meeting | EU Regional Division |

## 3. BUILDING REGIONAL ADVOCACY CAPACITY AND IMPACT

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| 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, IFLA HQ |                       |                       |
### 3. BUILDING REGIONAL ADVOCACY CAPACITY AND IMPACT (cont.)

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| 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 | IFLA Language Centers: Arabic | 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 | North America Regional Division | North America Regional Division |

### 4. SUPPORTING OUTREACH

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| 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 fylers, roll-ups... created and distributed | 1. MENA Regional Division Committee  
2. IFLA HQ | 1. LIS Education in Developing Countries Special Interest Group  
2. North America Regional Division | 1. LIS Education in Developing Countries Special Interest Group  
2. North America Regional Division |
| 4.2 | Identifying reasons for 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 | 1. Number of new members | 1. MENA Regional Division Committee  
2. IFLA HQ | 1. National Associations  
2. LIS Schools | 1. National Associations  
2. LIS Schools |
| 4.3 | Raise awareness 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 | 1. Number of attended events  
2. Feedback from hosts | | | |
## 5. Enriching the Library Map of the World

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<td>5.1</td>
<td>Launch MENA Region Countries Engagement Campaign on Library Map of the World.</td>
<td>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.</td>
<td>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.</td>
<td>January - Feb 2022</td>
<td>MENA RDC Report integration to every aspect of the action plan. (%) Continuous monitoring and evaluation (M&amp;E) to assess the performance of the action plan.</td>
<td>• IFLA HQ, MENA RC Members</td>
<td>Local partners and stakeholders: MENA RC Members</td>
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<td>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)</td>
<td>March - April 2023</td>
<td>- Data presentation and involvement: Number of Country Profiles Submissions.</td>
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<td>Conduct sharing sessions on the Library Map of the World (virtually or in-person if possible.) Experiences from previously participating countries and other RDCs.</td>
<td>April 2023</td>
<td>- Number of Sharing Sessions Conducted (Min. 2 Sessions including Q&amp;A)</td>
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<td>5.2</td>
<td>Library Performance Metrics Data Collection.</td>
<td>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.</td>
<td>Influencer Education; Workshops and seminars on data collection demonstration and tools.</td>
<td>May - October 2023</td>
<td>- Percentage of libraries completing data collection programs within the target country.</td>
<td>• IFLA HQ, MENA RC Members, Educational Institutes</td>
<td>Local partners and stakeholders: National Library Associations, Culture Ministries, Cultural Organizations</td>
<td>Up to Committee Chair to decide feasibility. Also, upon request from partners.</td>
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<td>Capacity and Network Building. How to gather and how and to use data.</td>
<td>May - October 2023</td>
<td>- Number of Sharing Sessions Conducted (Min. 2 Sessions including Q&amp;A)</td>
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<td>5.3</td>
<td>SDGs stories collection</td>
<td>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.</td>
<td>Conduct concept and methodology workshops to brief partners on writing SDG stories. Develop as SDG story-telling Template and Guidelines. (PDF)</td>
<td>November - December 2023</td>
<td>- Percentage of SDG stories shared from the region. - Number of sessions and workshops conducted.</td>
<td>• IFLA HQ, MENA RC Members</td>
<td>Local partners and stakeholders: National Library Associations, Culture Ministries, Cultural Organizations</td>
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<td>Conduct sharing sessions on SDG Story-telling (virtually or in-person if possible.) Experiences from previously participating countries and other RDCs.</td>
<td>November - December 2023</td>
<td>- Number of Sharing Sessions Conducted (Min. 2 Sessions including Q&amp;A)</td>
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<td>5.4</td>
<td>Sustainability of LMW Framework.</td>
<td>To sustain the project for years to come, it is expected to have a revised and approved framework to sustain the LMW Project.</td>
<td>Produce a review report incorporating successful practices, answers to frequent asked question and an reference to plan models.</td>
<td>November - December 2023</td>
<td>- Library Map of the World - MENA RDC Report integration to an inclusive Framework. Live Papers.</td>
<td>• IFLA HQ, MENA RC Members</td>
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<td>Produce an inclusive Framework document, incorporating optional plans to go around the whole process to contribute to LMW.</td>
<td>December 2023</td>
<td>- Library Map of the World - MENA RDC Revised and Approved Framework Document</td>
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### 6. OTHER PROJECTS

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<td>6.1</td>
<td>Supporting inclusion and diversity in libraries</td>
<td>Encourage diversity and inclusivity through library services, collections and e-collections and publisher collaboration</td>
<td>Draft statement of inclusivity and diversity &lt;br&gt; Draft inclusive libraries initiative action plan</td>
<td>By 10 October 2022/2023</td>
<td>Draft of statement</td>
<td>1. MENA Regional Division Committee &lt;br&gt; 2. IFLA HQ</td>
<td>1. National Associations &lt;br&gt; 2. National NGOs &lt;br&gt; 3. IFLA CLM &lt;br&gt; 4. Publishers</td>
<td>1. Asia and Oceania Regional Division &lt;br&gt; 2. Europe Regional Division</td>
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<td>6.2</td>
<td>Developing links and activities with other cultural heritage institutions: museums and archives</td>
<td>Building a collaborative network among cultural heritage institutions</td>
<td>1. Create national contact databases &lt;br&gt; 2. Organize gatherings and talks to plan for join activities</td>
<td>By March 2023</td>
<td>1. Number of contacts &lt;br&gt; 2. Number of joint activities &lt;br&gt; 3. Number of MOUs between national association and partners</td>
<td>1. MENA Regional Division Committee &lt;br&gt; 2. IFLA HQ</td>
<td>1. National Associations: Libraries/Museums/Archives &lt;br&gt; 2. Prominent individuals: Libraries/Museums/Archives &lt;br&gt; 3. Ministries of Culture</td>
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