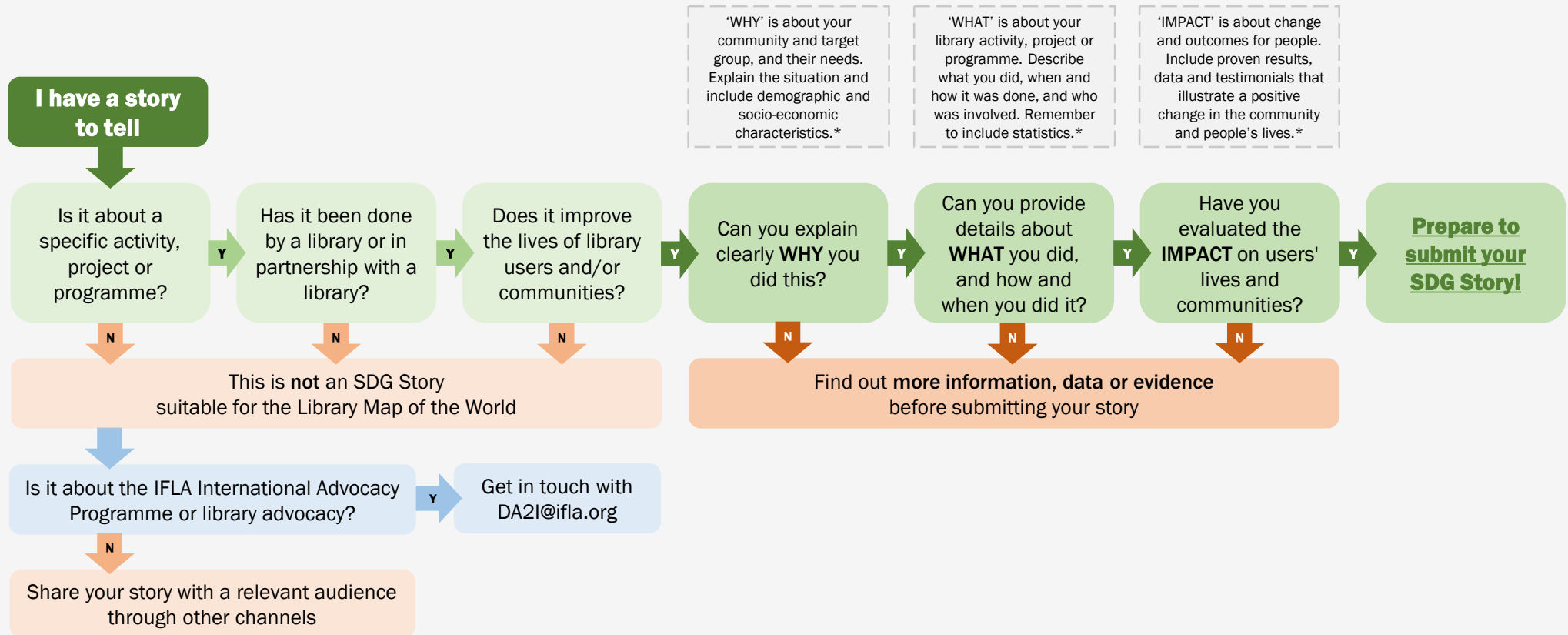# SDG Storytelling Flowchart

How to know if you are ready to submit your story to the Library Map of the World

An SDG Story is a narrative about an activity, project or programme, implemented by a library or in partnership with a library, to the benefit of library users and communities. It addresses a problem or challenge, and contributes to local, regional or national development needs.

Does your story fit the criteria? Answer Yes or No to the questions below:

'WHY' is about your community and target group, and their needs. Explain the situation and include demographic and socio-economic characteristics.*

'WHAT' is about your library activity, project or programme. Describe what you did, when and how it was done, and who was involved. Remember to include statistics.*

'IMPACT' is about change and outcomes for people. Include proven results, data and testimonials that illustrate a positive change in the community and people's lives.*

I have a story to tell

Is it about a specific activity, project or programme? — Y →
Has it been done by a library or in partnership with a library? — Y →
Does it improve the lives of library users and/or communities? — Y →
Can you explain clearly **WHY** you did this? — Y →
Can you provide details about **WHAT** you did, and how and when you did it? — Y →
Have you evaluated the **IMPACT** on users' lives and communities? — Y →
Prepare to submit your SDG Story!

N ↓ (from first three)

This is **not** an SDG Story suitable for the Library Map of the World

N ↓ (from WHY, WHAT, IMPACT)

Find out **more information, data or evidence** before submitting your story

Is it about the IFLA International Advocacy Programme or library advocacy? — Y → Get in touch with DA2I@ifla.org

N ↓

Share your story with a relevant audience through other channels

*Learn more about storytelling in *Libraries and the Sustainable Development Goals: a Storytelling Manual* pages 11 - 12

Library Map of the World