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Snaga zagovaranja / Kako kreirati kampanju od ideje do utjecaja

Sažetak

Moderne su knjižnice inkluzivni prostori koji imaju zadaću pružiti podršku različitim društvenim skupinama pa je javno zagovaranje sve važnija aktivnost u planiranju programa i usluga, ali i alat koji služi ostvarivanju navedene zadaće knjižnice. Tema ove radionice je osnaživanje knjižničara u ulozi javnih zagovaratelja s ciljem senzibilizacije korisnika knjižnice prema migrantima. Radi se aktualnoj temi koja problematizira izazove migracije i integracije.

Radionica će polaznicima pružiti potrebna znanja, vještine i alate za učinkovitije zagovaranje i aktivniji doprinos inkluziji te podršci migrantima u njihovim zajednicama.

Ciljevi radionice su: razumjeti važnost javnog zagovaranja u kontekstu knjižničarske struke, razviti vještine zagovaranja prava i potreba migranata, pružiti podršku migrantima kroz knjižnične programe i usluge, potaknuti aktivno sudjelovanje knjižnica u društvenim promjenama.

Ključne riječi: javno zagovaranje, migranti, ranjive skupine

Oblik izlaganja: radionica

Advocacy Power / How to Create a Campaign from Idea to Impact

Abstract

Modern libraries are inclusive spaces with the responsibility to support diverse social groups. Advocacy has become an increasingly important activity in the planning of library programs and services, serving as a tool to achieve this mission. The focus of this workshop is to empower librarians in their role as public advocates, with the goal of raising awareness among library users about migrants. This is a highly relevant topic that addresses the challenges of migration and integration.

The workshop will equip participants with the necessary knowledge, skills, and tools for more effective advocacy and for contributing actively to the inclusion and support of migrants within their communities.

The objectives of the workshop are to: understand the importance of public advocacy in the context of the library profession, develop skills for advocating the rights and needs of migrants, provide support to migrants through library programs and services, and encourage libraries to actively participate in social change.

Keywords: advocacy, migrants, vulnerable groups

Presentation format: workshop

Biografija

Aleksandra Šutalo je diplomirana novinarka i bibliotekarka s dugogodišnjem iskustvom rada u školskim i narodnoj knjižnici. Od 2013. godine ravnateljica je Gradske knjižnice Požega.

Biography

Aleksandra Šutalo holds a degree in journalism and library science, with extensive experience working in school and public libraries. Since 2013, she has been the director of the Požega City Library.