

Annual General Meeting 2019, September 23 - 25



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“Get Europe reading again – Campaigns and Programs”

Place: Representation of the State of North Rhine-Westphalia
to the European Union, Rue Montoyer 47,
1000 Brussels, Belgium

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Dr. Jörg F. Maas (Chair)
Diana Gerald (Co-Chair)
Gerlien van Dalen (Co-Chair)



Monday, September 23

- 13.00** **Arrival**
- 13.30** **Welcoming by Dr. Stephan Cursiefen**, Head of Department Culture and Science, Representation of the State of North Rhine-Westphalia to the European Union
Yvonne Gebauer, Minister of Education of the State of North Rhine-Westphalia
- 13.35** **Get Europe reading again – a challenge for Europe**
Dr. Joerg F. Maas, Chair of EURead
- 13.50** **Opening remarks by**
Dr. Katarina Barley, Vice President and Member of the European Parliament
- 14.00** **Opening Statement**
Petra Kammerevert, Member of the European Parliament and former Chair of Committee on Culture and Education
- 14.10** **Rodrigo Ballester**, Member of Cabinet of the Commissioner for Education, Culture, Youth & Sports, European Commission
- 14.30** **Coffee break**
- 15.00** **„Who needs to read – we’ll all have Alexa soon...“**- a closer look at non-reading families in Germany and their perspective on media
Axel Dammler, Director iconkids & youth – international research GmbH
- 15.30** **Intelligent Reading and Writing Solutions at Scale: Case Study with an EU Country**
Rodrigo Rodriguez, CEO, ODILO and **Tiago Mateus**, CCO, ODILO
- 16.00** **EURead Members Award**
- 17.30** **Closing of the day**
- 19.30** **Dinner**
Restaurant Jardin Van Gogh, Place Sainte-Catherine 5/7, 1000 Brussels
- 20.00** **Dinner Speech**
Wally De Doncker, former President of IBBY – International Board on Books for Young People

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Tuesday, September 24

- 9.30** **Europe Reads Campaign: Concept and next steps for a Europe-wide initiative**
Daan Beeke, Marc Lambert, Tine Kuypers, Europe Reads Task Force
Ebru Şenol, Turkish Publishers Association
Ana Molina, Asociación Artística-Sociocultural Mestiza, Basque Country, Spain
Europe Reads participants
moderated by Dr. Jörg Maas, Stiftung Lesen
- 11.00** **Coffee break**
- 11.30** **Bookstart and other bookgifting programs: An innovative approach**
designed by Peter Jenkins, BookTrust
moderated by Diana Gerald, BookTrust
Barbara Jakob, Swiss Institute for Children's and Youth Media (SIKJM)
Geetha Slock, Ledereen Leest
Elaina Ryan, Children's Books Ireland
Gabriela Dul, The Polish Book Institute
Annie Crombie, BookTrust
Marc Lambert, Scottish Book Trust
Emmi Jakko, Finnish Reading Centre Lukukeskus
- 13.00** **Lunch**
- 14.00** **LUKA® The Reading Companion for Children**
Stefan Tholen, Managing Director ITR GmbH
Michael Rotthaus, Director Sales & Rights ITR GmbH
JiaWei Gu, CEO & Co-Founder Ling Technology
- 14.30** **Language for Life: Collaboration of prevention and curation in the approach of low literacy**
Lisanne Bos, Researcher, The Dutch Reading and Writing Foundation
- 15.00** **ERASMUS+: European Book Day**
Herbert Depner, European Project Manager, Vienna Adult Education Center (Wiener Volkshochschulen)
- 15.30** **Coffee break**
- 16.00** **Looking for partners – new projects and new ideas for cooperation**
Members of EURead
- 17.00** **Closing of the day**
- 19.00** **Get-together**
La Mort Subite, Rue Montagne aux Herbes Potagères 7, 1000 Brussels

Dr. Jörg F. Maas (Chair)
Diana Gerald (Co-Chair)
Gerlien van Dalen (Co-Chair)



Wednesday, September 25

9.30 Annual General Assembly 2019 (members only)

- 1) Legal Matters (Agenda, Members, Finances)
- 2) Action Plan 2020 (e.g. Campaign Europe Reads, Strategy on expanding the membership of EURead)
- 3) Other topics (e.g. Website)
- 4) Feedback on the meeting
- 5) Annual General Assembly AGM 2020 (date, venue, participation fee)

12.30 Lunch

13.30 Tour around ABC House (optional) Gaucheretplein 13, 1030 Brussels

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