



# Europe Reads

The First Pan-European EURead Campaign

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# Structure



- Campaign Background
- Introduction of Europe Reads
- Presentation of website, logo and film
- Schedule
- Examples
- Questions & discussion

# Campaign Background



- AGM 2016: a task force was formed to develop an awareness raising campaign.
- Task: to investigate the feasibility of a pan-European 'Reading Aloud Day / Reading for Pleasure Day'
- 2016-2017: task force investigated and researched different options, which led to;
- AGM 2017: draft proposal for Reading for Pleasure Day
- Outcome: back to the drawing board. Campaign needs to be both more generic and more tailored

# Campaign Background



First ideas for *Europe Reads*:

- All reading aloud or reading for pleasure activities within the member states and organized by EURead members will be bound together as a cross European campaign and will be set into one campaign calendar;
- one additional reading aloud event at the European Parliament with the Members of the European Parliament will take place

# Campaign Background

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# Campaign Background

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# Campaign Development

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◇ ——— 2018/2019 ——— ◇

A SEASON SO SPECIAL  
IT CAN ONLY BE CALLED

EPIC

◇ ——— ◇

We present to you:

EU  
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# Campaign Purpose

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To raise awareness of the importance of early childhood education and literacy in Europe;

To connect existing reading aloud or for pleasure activities throughout Europe;

To demonstrate how EURead organisations work together towards one common goal;

To give every European citizen a chance to become a reader, and fully take part in our society;

To be a showcase for EURead organizations and their activities.





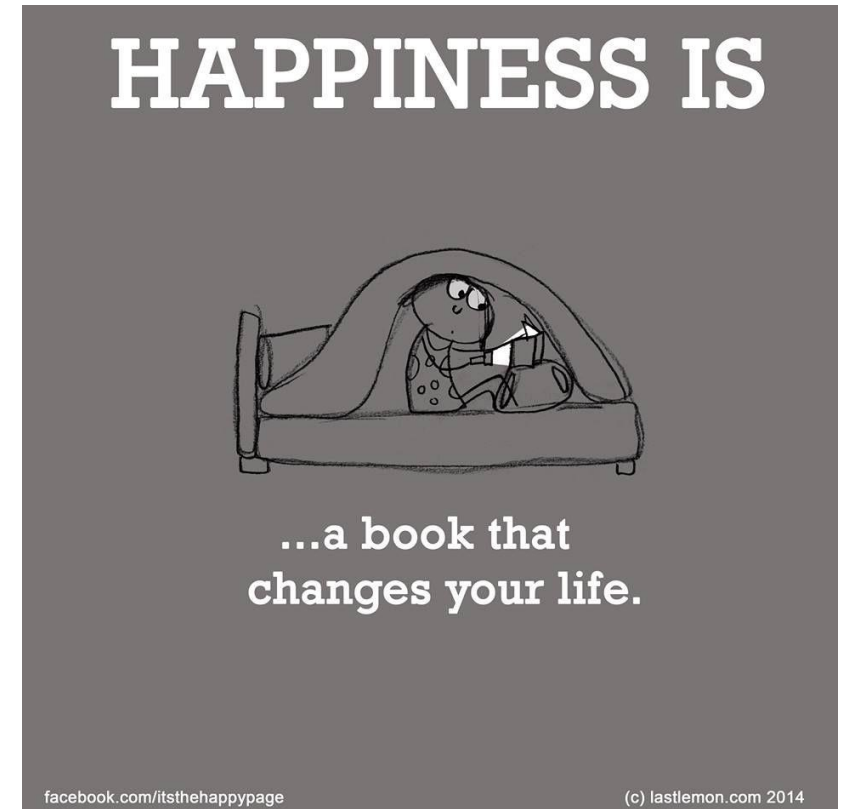
# The Key Messages



For the **Public** - Just 15 minutes of reading or reading aloud every day makes a huge difference to you and your loved ones, personally, educationally and economically;

For **Politicians** (and funders) in participating countries – **Please support organisations in your country to address the importance of reading and reading promotion, and the issues around the costs of illiteracy (economic, social, educational, equalities);**

For **Members of the European Parliament** – **please support EU Read's drive to increase literacy across Europe – and make this support one of the defining priorities of pan-European development;**





# Your Contribution

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# Your Contribution



Invite a **politician**, or someone influential in our field, to attend the reading activity;

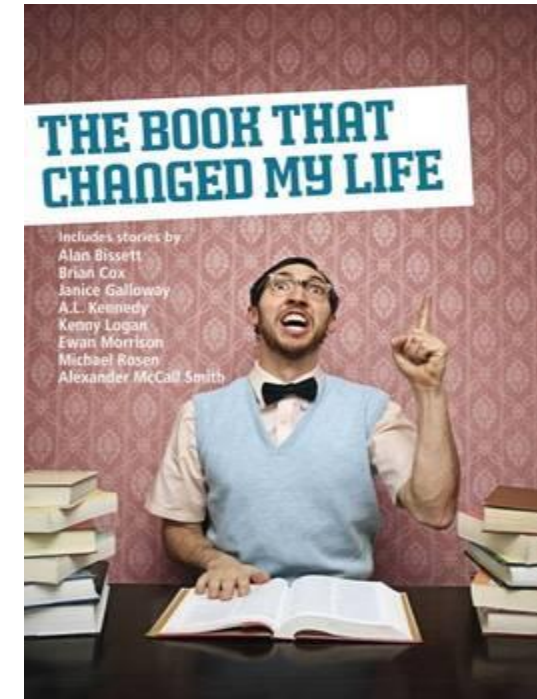
Organize a **press** moment afterwards, to document the contribution to the campaign and to the campaign book;

Document your initiative in the book as a **good example** of an existing reading promotion campaign;

Bring to the surface **the most pressing issue** in your country;

Add a **call for support from Europe** – also written down in the book. This is best to be looked at as a petition, which is to be signed by both the organisation and the Head of State or Minister;

Make your contribution to the book available also on the campaign website





## New logo



- New logo to communicate about the campaign throughout Europe
- Design by andrews.degen
- Can be used freely by every member



Small changes to EURead logo



Focus on readability



## New website



- To communicate about all the campaigns of EURead-members
- Linked to the EURead-website, but focus on campaign, with clear identity

[www.europereads.com](http://www.europereads.com)



# New website







# New website





# New website



**Reading Activities**

**National Reading Aloud Day**  
Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur,  
-> READ MORE

**First Minister's Reading Challenge**  
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-> READ MORE

**Children's Book Month**  
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-> READ MORE

**24h Reading Marathon**  
Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur,  
-> READ MORE

ALL ACTIVITIES

**The situation in Europe** ★

- 73 Mio. European adults lack of literary skills
- 1 in 5 EU 15-year-olds have poor reading skills
- 12,8 % of EU students drop out of school
- 30 % decrease of low skilled jobs until 2020

Source: EU High Level Group of Experts on Literacy Final Report September 2012

**Social media feed** 🔊

**f** EU READS 23h ago  
The campaign Europe Reads is launched!  
#Europereads #literacy #booksarefun

**t** EU READS 7 days ago  
Post an event on ...  
#Europereads #literacy #booksarefun

**i** EU READS 23h ago  
Schools in EU join...  
#Europereads #literacy #booksarefun



# New website



**Events**



- 12/01 2019** **Swiss Storytelling Night, Zürich**  
Swiss Storytelling Night takes place every year on the second...
- 01/01 2019** **National Reading Aloud Day**  
The largest reading festival in Germany initiated by weekly...
- 19/02 2019** **Reading Aloud Week (Voorleesweek)**  
Reading Aloud Week is an annual event, held each November...

[MORE EVENTS](#)

## About

### Why Reading is relevant for Europe

Reading and literacy are vital for all citizens in Europe. The ability to read is a prerequisite for education, personal development, integration, participation in society and economic growth in today's media-led and culturally diverse society. Furthermore, reading trains everyone to understand complex facts and circumstances, which is essential in forming democratic behaviour. In order to address this challenge, EURead, the European network for reading and literacy agencies, and its members in all major European member-states, have developed programs and campaigns to raise the profile of reading and literacy.

#### Reading is the basis

In Europe, more than 73 million adults are illiterate and one in five 15-year-olds has poor reading skills. 22.8% of EU students drop out of school, which will lead to a 30% increase in low-skilled jobs by 2020 EU High Level Group of Experts on Literacy, Final Report

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#### The literacy challenge

Functional literacy is a re-occurring problem. In order to address this educational, social and economic challenge, early childhood education is crucial. EU member-states must provide comprehensive, high quality early childhood education and care, that

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#### Investing in literacy

The ability to read also significantly influences income (OECD's report: 'Education at a Glance 2014' has studies – one from The Netherlands and one from Ireland) – show that investing in literacy improves the stock of human capital and enable economic

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#### Take action

International studies reveal that reading aloud has a positive effect on intelligence, school grades and personal development such as empathy and social skills. Only 15 minutes of reading aloud every day makes a huge difference. To raise awareness for this simple but vital

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#### The Role of the European Union

EURead values highly, that the European Union institutions are aware that basic skills, such as reading, are vital for Europe. The report of the High Level Group on Literacy of 2011 underlines the importance of literacy in the 21st century, as well as the need to

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#### European member-states are relevant.

Additionally, the European member-states are taking part in the challenge, of getting all European citizens enthusiastic about reading. Some of the member organisations of EURead are already working together with the governmental institutions in

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# Schedule

## Launch

Reading Aloud Day (Germany)

Book Week Scotland  
(United Kingdom)

De Nationale Voorleesdagen  
(The Netherlands)

Reading Week (Portugal)

● Nov 2018

● Dec 2019

● Jan 2019

● Feb 2019

● March 2019

● April 2019

Winter Break

Magic Pearl (Bulgaria)

World Book Night  
(United Kingdom)



# Schedule

Schweizer Vorlesetag  
(Switzerland)

Literacy. A human right, a social  
investment. (Greece)

The Summer Reading Challenge  
(United Kingdom)

Reading Ahead  
(United Kingdom)

● May 2019

● June 2019

● July 2019

● Aug 2019

● Sept 2019

● Oct 2019

Reading Week (Finland)

Summer Break

**Closing event**  
European Parliament

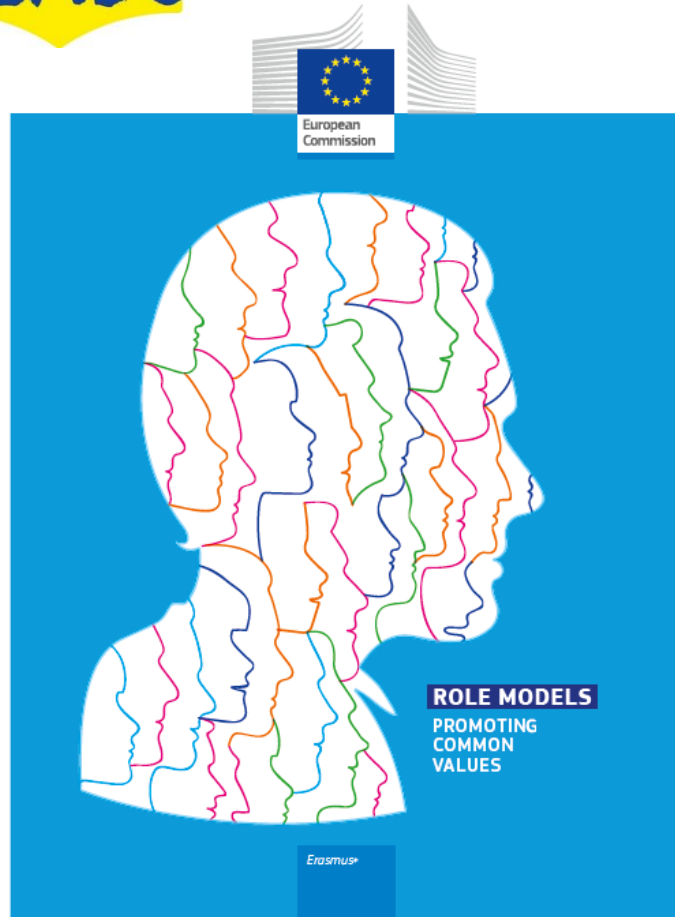


## Example: Reading Aloud Day (Germany)

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# Funding Possibility



## A role model is...

- > someone to look up to
- > someone who leads by example
- > someone whose story can inspire young people in need of guidance

- enables local stakeholders to invite role models to share experiences with young people and motivate them to overcome their everyday challenges
- The aim is for more role models to engage with target audiences in a variety of settings
- No financial and administrative obstacles for the participating communities

Contact the relevant Erasmus+ National Agency to check the options available:  
[www.ec.europa.eu/programmes/erasmus-plus/contact/national-agencies](http://www.ec.europa.eu/programmes/erasmus-plus/contact/national-agencies)

# Questions & Discussion

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