

EURead Annual General Meeting 2018, October 17-19

**Under the patronage of Mr Jean-Claude Juncker,
President of the European Commission**



**“Public vs. Private?
Models of Funding in Reading and Literacy in Europe”**

Place: Scotland House, Rond Point Schuman 6, Brussels 1040, Belgium

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



Wednesday, October 17

- 13.00** **Arrival**
- 13.30** **Opening Session**
- Welcome by **Mike Neilson**, Scottish Government Director, Brussels
 - Welcome by **Dr Joerg F. Maas**, Chair of EURead
- 13.50** **Introduction of Participants**
- 14.20** **Back to basics: building solid foundations for the European Education Area**
Rodrigo Ballester, Member of Cabinet of Commissioner Tibor Navracsics
Education, Culture, Youth & Sport, European Commission
- 14.40** **Coffee break**
- 15.00** **Public vs. Private? Models of funding in reading and literacy**
Presentations by members of EURead
- 16.15** **Parental empowerment in context of kindergarten – The importance of reading aloud for the educational achievement of children**
Jule Marx, Member of the Board, Educational Management, and
Samira Pohl, Senior Educational Consultant
FRÖBEL Bildung und Erziehung gemeinnützige GmbH
- 16.35** **The return on investment from cultural investments**
Prof Dr Frank Hakemulder, University of Utrecht
- 17.20** **Summary**
- 19.15** **Dinner at Jardin Van Gogh** (Place Sainte-Catherine 5/7, 1000 Brussels)
Dinner Speech by Helga Trüpel, Vice-Chair, Committee on Culture and Education, European Parliament

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Thursday, October 18

- 9.30** **Investment in reading promotion and literacy – a business perspective**
Ulrika Caperius, Senior Editor and Project Manager, Bonnier Carlsen
- 9.50** **The new perspectives on language competences: from literacy to multilingualism**
Ana-Maria Stan, Policy Officer, European Commission, Directorate-General for Education and Culture, Unit B2 - Schools and multilingualism
- 10.30** **Coffee break**
- 11.00** **Lue lapselle (Read to Children) – How to implement Bookstart with the help of the government**
Ilmi Villacis, Director, The Finnish Reading Center (Lukukeskus Läscentrum)
- 11.30** **Boekstart – Development and growth of an established program**
Marijke Bos, Project Leader Boekstart Netherlands, Stichting Lezen
- 12.00** **Discussion**
- 12.30** **Lunch**
- 13.30** **Campaign Europe Reads: Concept and next steps**
Daan Beeke, Stichting Lezen
Tine Kuypers, Communications Officer, Iedereen Leest, Flanders
Marc Lambert, CEO, Scottish Book Trust
- 14.45** **Best practice from Austria: The Austrian Reading Days**
Dr. Rüdiger Salat, Chairman, Facultas Verlags- und Buchhandels AG
Christian Pöttler, Shareholder and Managing Director, ECHO Medienhaus
- 15.30** **Coffee break**
- 16.00** **Speed-dating on collaborations for funding from Erasmus+ 2019**
Members of EURead
- 17.00** **Summary**
- 19.00** **Get-together at Le Roy d’Espagne** (Grand Place 1, 1000 Brussels)

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Friday, October 19

9.30 Annual General Assembly 2018 (members only)

- 1) Legal Matters (Agenda, Members, Finances)
- 2) Election
- 3) Action Plan 2019 (e.g. Campaign Europe Reads, Strategy on expanding the membership of EURead)
- 4) Bookstart Affiliates
- 5) Other topics (e.g. General Data Protection Regulation, Website)
- 6) Feedback on the meeting
- 7) Annual General Assembly AGM 2019 (date, venue, participation fee)

12.30 Lunch (optional) and departure