



**Speakers:**

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Daan Beeke, Project Manager, Stichting Lezen

**Moderator:**

Dr Joerg F. Maas, CEO Stiftung Lesen and Chairman EURead



# 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

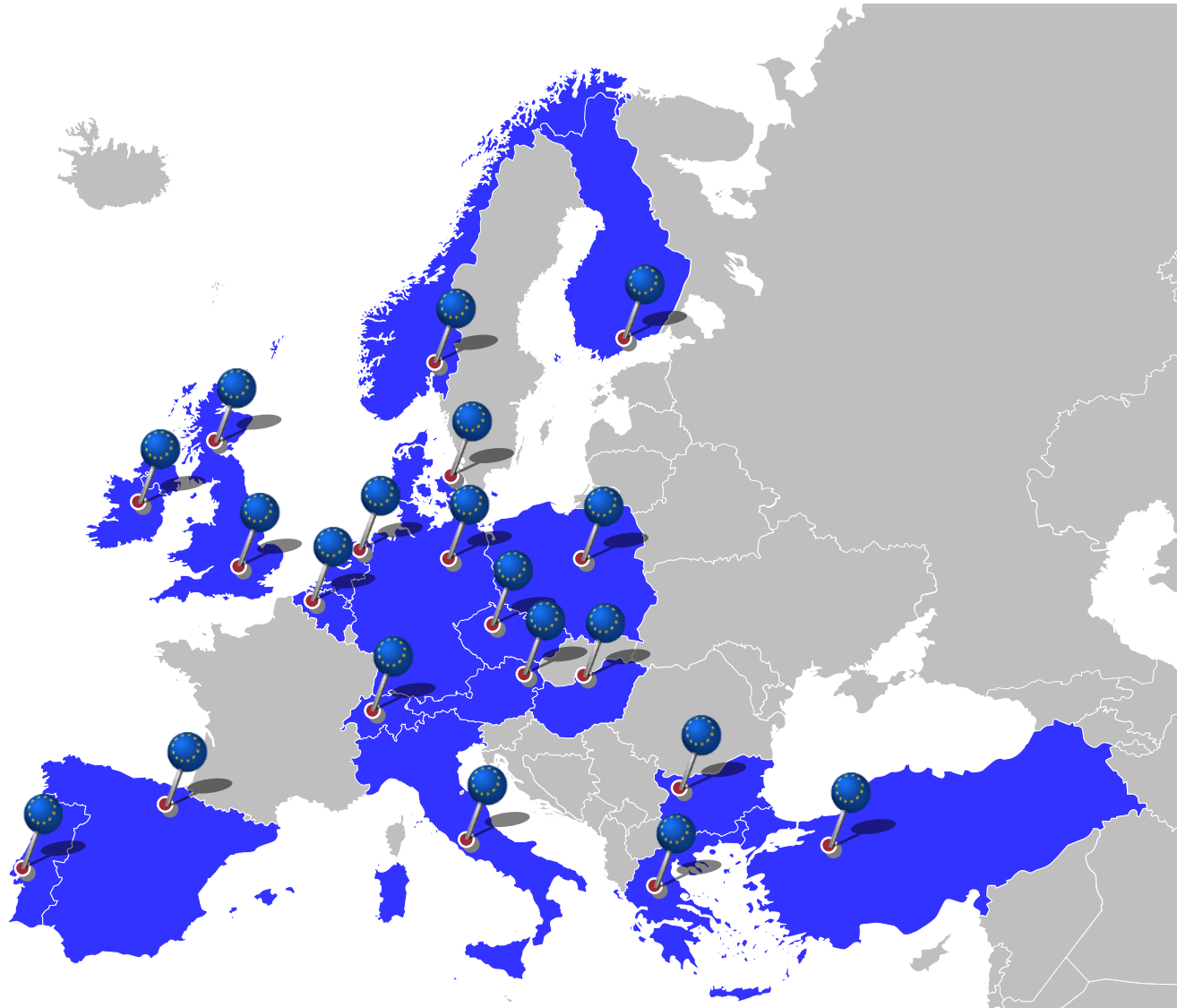
# Tibor Navracsics supports EURead:



**Tibor Navracsics**, European Commissioner for Education, Culture, Youth and Sport

"Culture and education are at the heart of the European project. They can boost development and mutual understanding by connecting people and generations, communities and countries. One important part of this process are the reading skills of every citizen in Europe. Therefore, investing in education and young people remains a priority. Solid literacy skills are key to ensure that we leave no one behind. Only 15 minutes of reading aloud or for pleasure every day make a huge difference. This is why I support the pan-European campaign Europe Reads, which aims at inspiring people to read. It can play an important role in fostering literacy across Europe – which is an essential part of building a cohesive, resilient society."

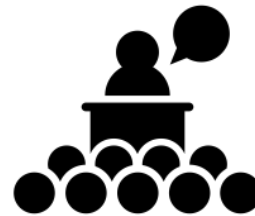
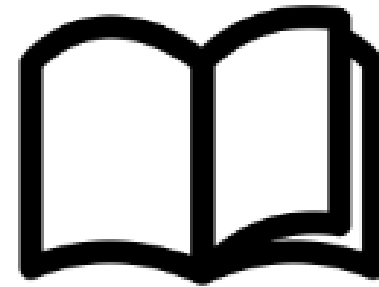
# EURead: 26 members in 20 countries



- Austria
- Belgium
- Bulgaria
- Czech Republic
- Denmark
- Finland
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Norway
- Poland
- Portugal
- Scotland
- Spain
- Switzerland
- The Netherlands
- Turkey
- United Kingdom

# Europe Reads Campaign

EU  
READ



# Europe Reads Campaign



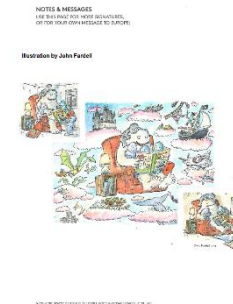
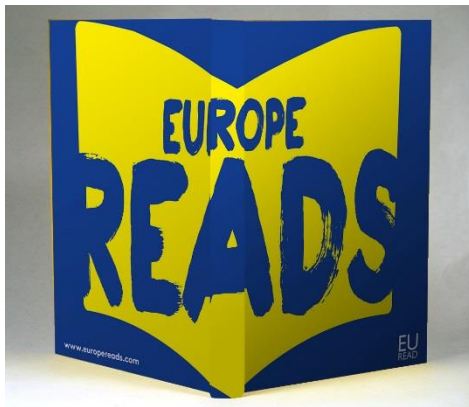
International studies prove that reading aloud to a child

<https://www.youtube.com/watch?v=2n8hbkbxOspk>



# Europe Reads Campaign

EU  
READ



- Ireland
- Portugal
- Austria
- Bulgaria
- Spain
- Czech Republic
- Greece
- Slovenia
- Norway
- Poland?
- The Netherlands?
- You?

# A sad story in Sweden?



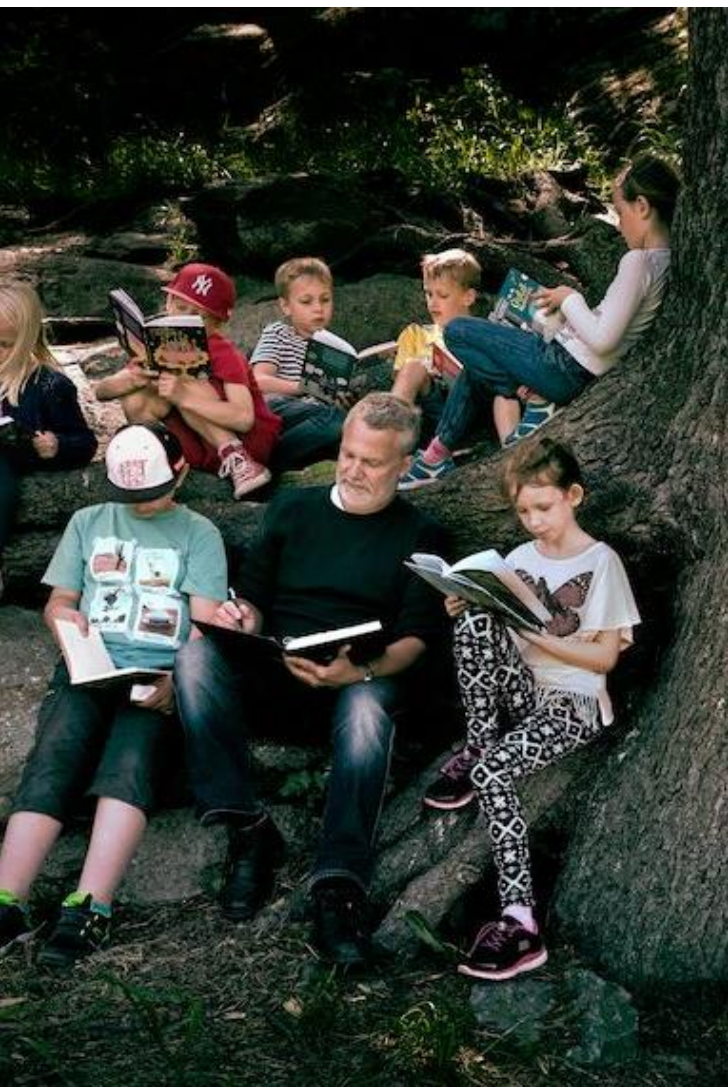
- The time for reading decreases
- Time for bedtime stories cut in half in ten years
- Boys' reading time cut in half in five years
- 1 of 5 boys don't understand the text in a daily newspaper
- 1 of 3 teachers under 40 years old read 2 books per year *at the most*





## Why focus on reading?

- Democracy
- Understanding oneself and others
- Joy of reading
- Need to have future readers



## Different reading initiatives

- Distribute books
- Work with reading comprehension
- Expand book worlds

# Project: McDonalds Book Happy Meal

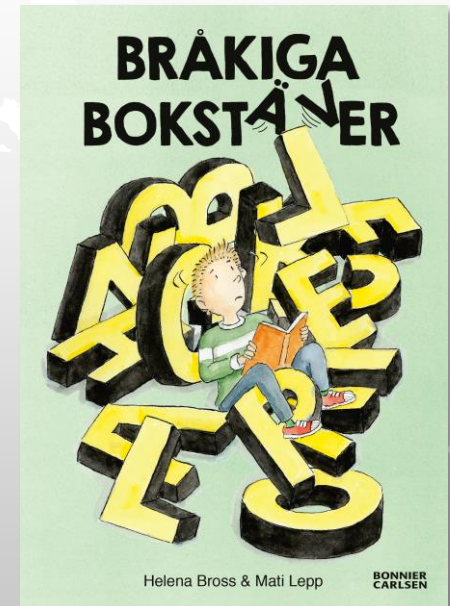


- Started by Läsrörelsen in 2001
- 113 titles by 103 authors and illustrators
- 20,5 million books
- "Bråkiga bokstäver" – a special production by Bonnier Carlsen and

BONNIER  
CARLSEN



LÄSRÖRELSEN



# Project: Läslov / The Reading Break



- Höstlovet/The Fall Break became the Reading Break – every year
- Started as a national bookseller campaign
- Became a governmental initiative in 2016

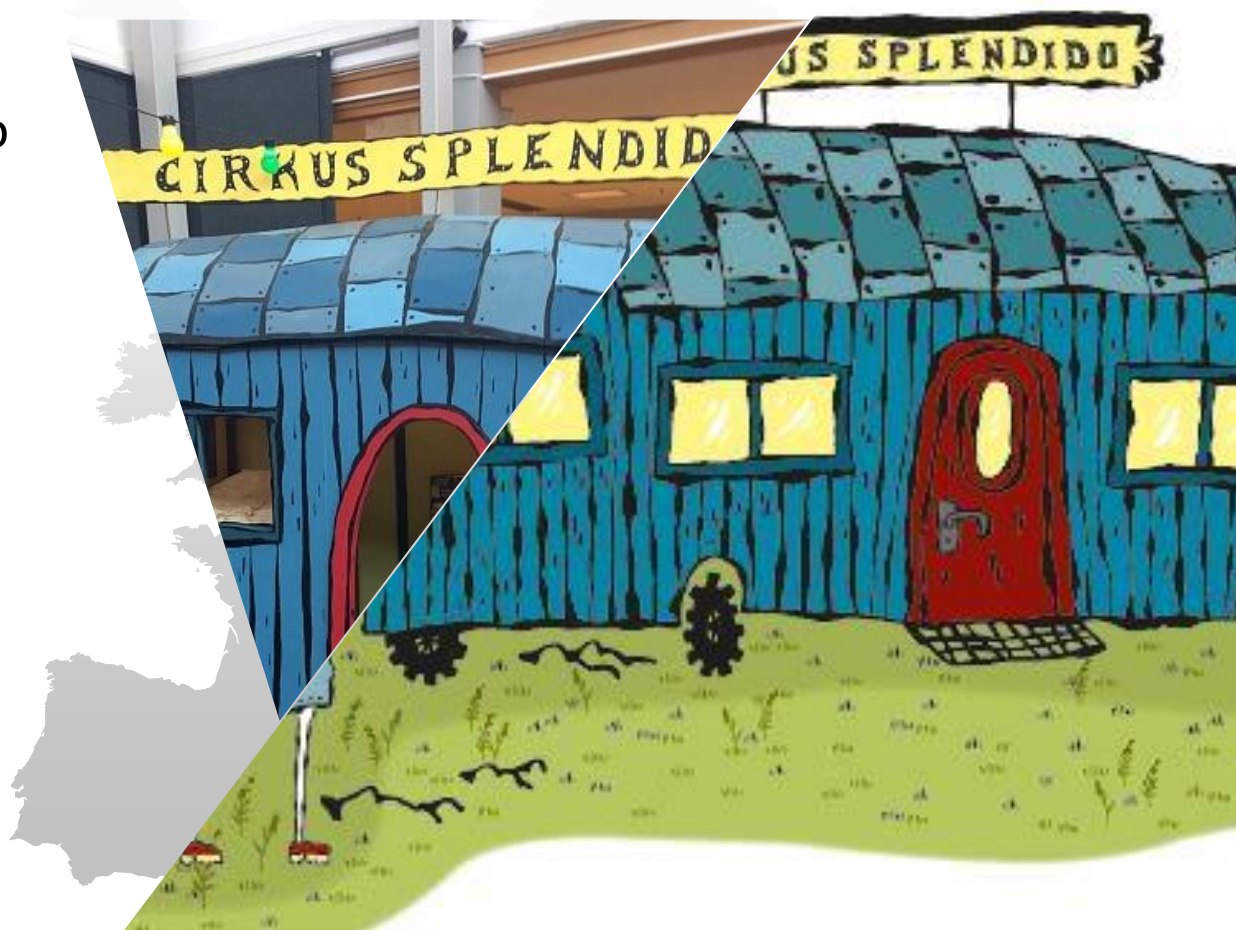






# Project: The LasseMaja exhibition

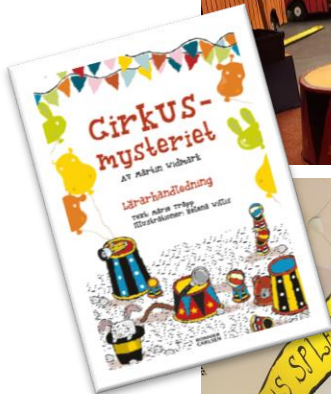
- Create a desire to explore a book world
- Step into reading through play



# Project: The LasseMaja exhibition



A LasseMaja exhibition and a teacher's guide to Cirkusmysteriet is touring Sweden since July 2017



## Project: The LasseMaja exhibition



- Over 50.000 visitors in 2018
- The hosting libraries' children's book loans have increased with 12,5%







## Save the date

**September 23-25 2019, Brussels**

Representatives from the European Parliament and the European Commission will be among the participants.

Everybody is welcome to join!  
Please contact **[anna.sukhyna@euread.com](mailto:anna.sukhyna@euread.com)**