

Investment in reading promotion and literacy – a business perspective

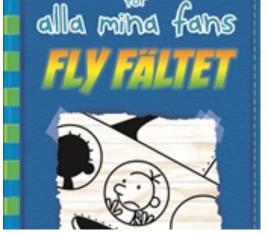
Ulrika Caperius

Bonnier Carlsen, Sweden



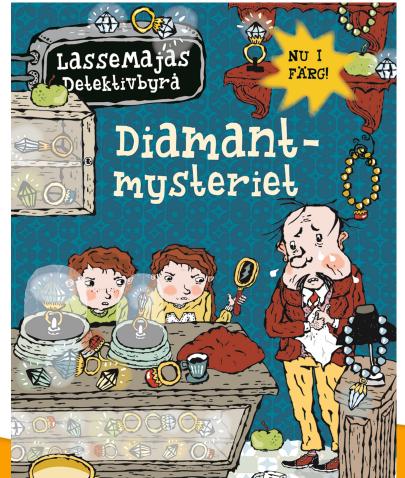












Bonnier Carlsen

- Has published children's books since the 19th century
- Under the present name for 25 years
- Sweden's largest publisher of children's books
- 135 new titles per year

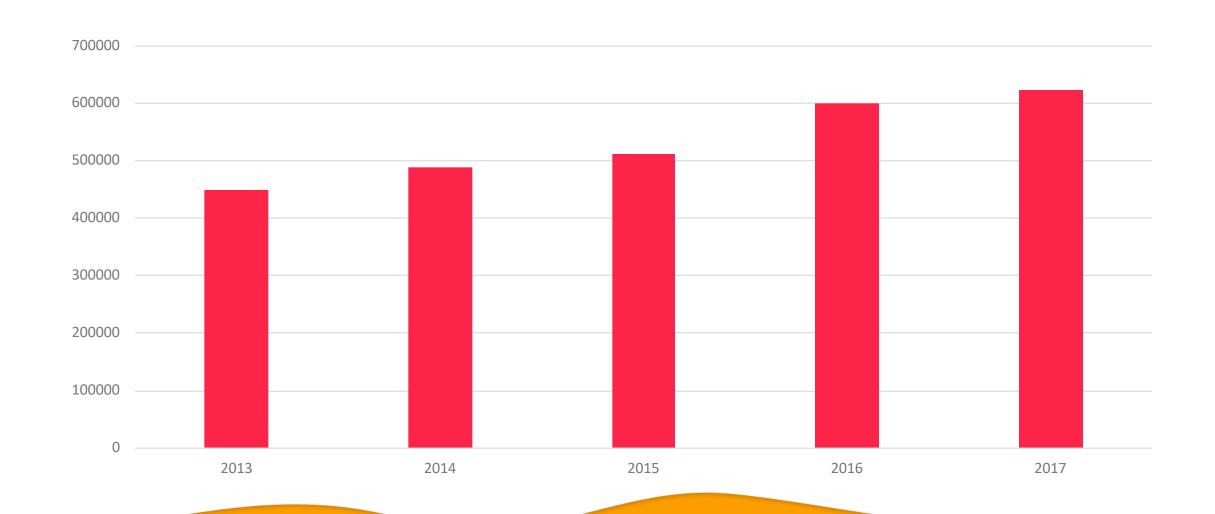
The children's book market in Sweden

- 100.000 children born each year
- 2.500 new children's books per year twice as many as in 2000
- Trend -> more Swedish then translated



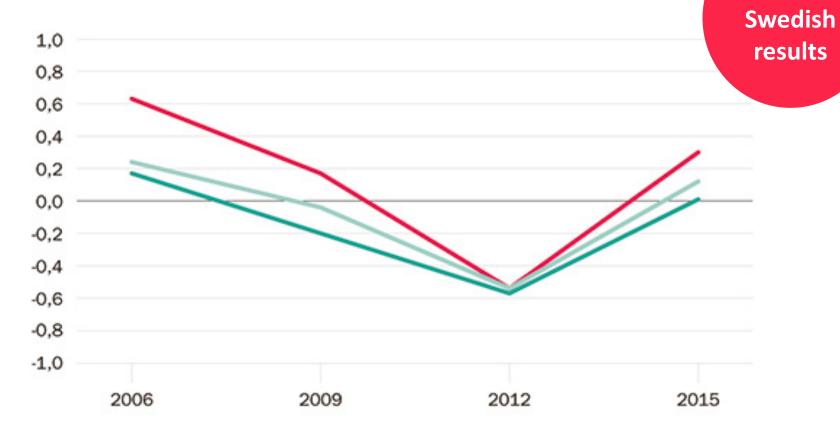


The children's book market in Sweden 2013-2017



The





— Reading comprehension — Mathematics — Science

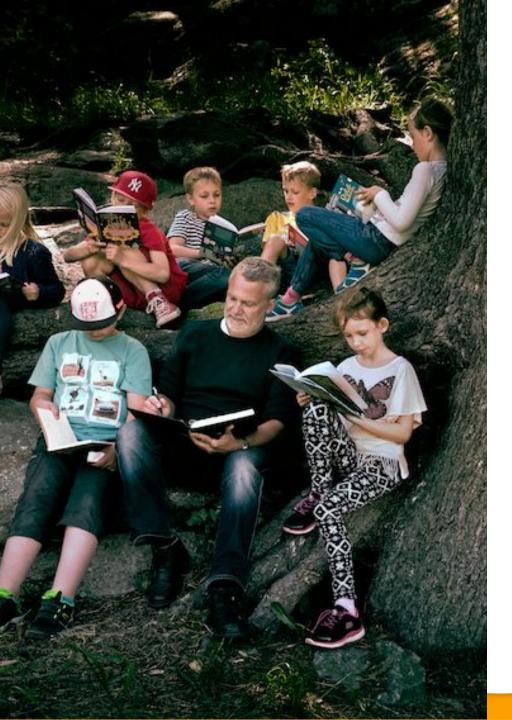
A sad story

- 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 reading?

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



Different reading initiatives

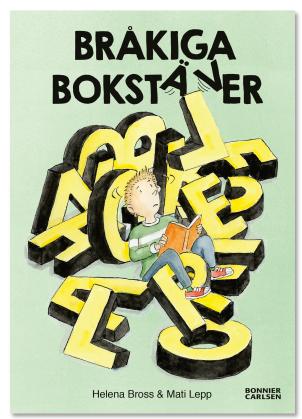
- Distribute books
- Work with reading comprehension
- Expand book worlds



Project: McDonald's 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 Läsrörelsen





Project: Läslov / The Reading Break

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



Creating a network

- Publishers
- Library Association
- Publishers Association
- Booksellers Association
- Sports organizations
- Läsrörelsen
- The Gothenburg Book Fair

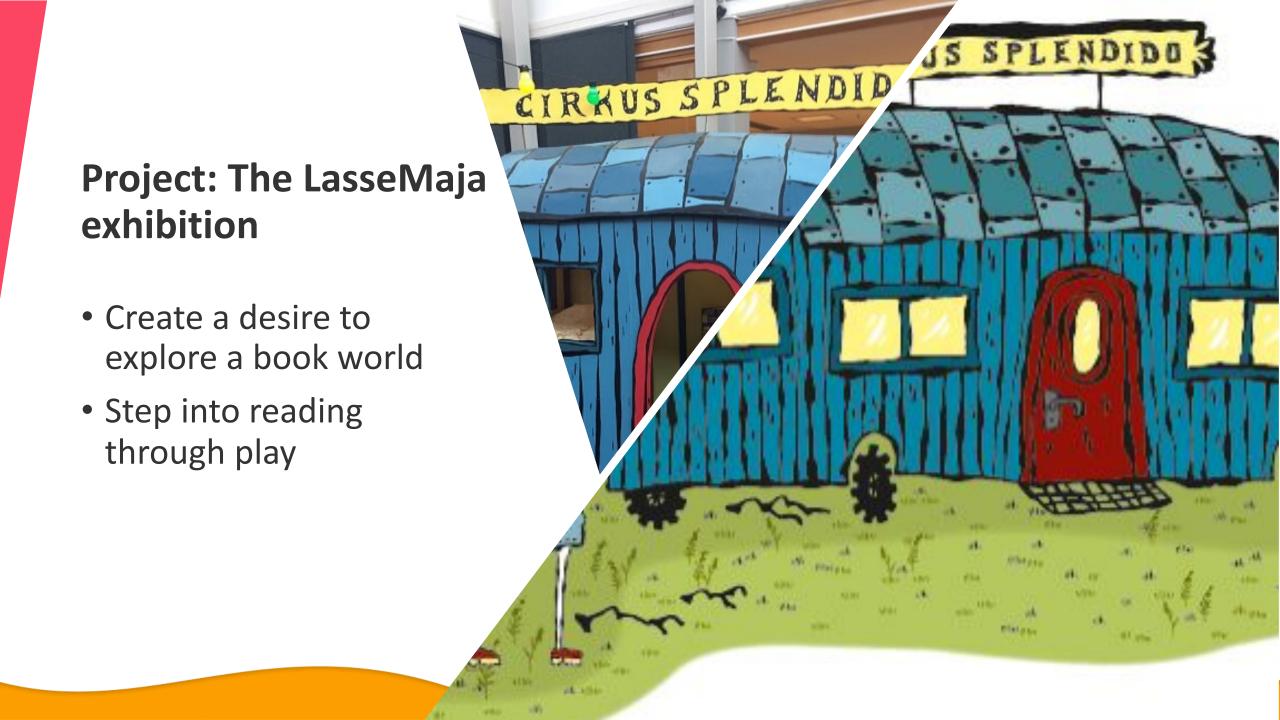




Project: A reading class

- Supports teachers with focus on reading comprehension
- In the board of directors
- Cooperation with an author































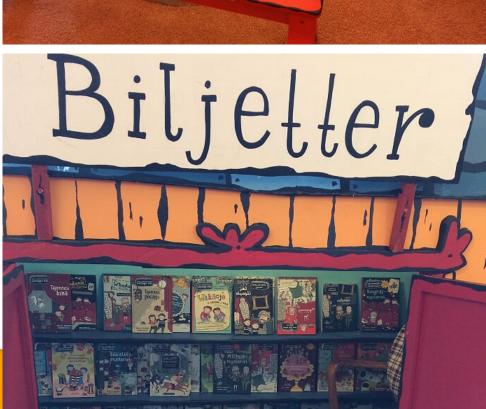


Project: The LasseMaja exhibition

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







Project: The LasseMaja exhibition



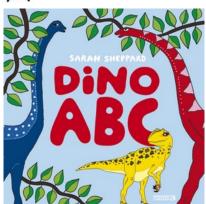


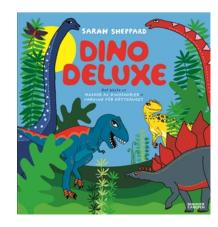
- Over 50.000 visitors in 2018
- The participating libraries' children's books loans have increased with 12,5%

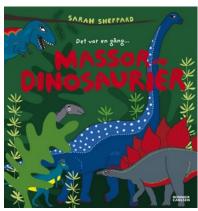


Next: The dinosaur exhibition













Thank you!