

**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

with support from:

**BERTELSMANN**

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



## Monday, September 23

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- 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

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- 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

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Gerlien van Dalen (Co-Chair)



## **Wednesday, September 25**

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### **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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