

Annual General Meeting 2023, June 5th - 6th



“Literacy across Europe: Reading is the Key”

Venues

European Commission Building
124 Georgi S. Rakovski str.

and

Sofia City Library - American Corner
4A, Petko Slaveykov square, fl. 1

in Sofia, Bulgaria

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



Monday, June 5th

Location | European Commission Building (Sofia, 124 Georgi S. Rakovski str.)

9.30 - 10.00 **Planned interviews**

10.30 - 11.30 **Press Conference**

12.30 **Registration**

13.00 **Welcome speeches by**

Mr Boyko Blagoev, Head of Communication unit at Representation of the European Commission in Bulgaria

Mr Miroslav Borshosh, deputy-mayor of Sofia

Katarina Barley, vice-president of the European Parliament /video/

13.30 **Official opening, Dr. Jörg F. Maas, Chair of EURead**

13.45 **Panel 1 | Moderator: Dr. Jörg F. Maas, Chair of EURead**

The State of Literacy in Europe: How can we do better? (A Brief Overview)

Speaker: Marc Lambert, The Scottish Book Trust

14.30 **Coffee Break**

14.45 **Panel 2 | Moderator: Gerlien van Dalen, Co-Chair of EURead**

Open Mic #1

The German National Reading Alliance and National Reading Plan (Jörg F. Maas)

Reading owns! initiative (Lovisa Fhager Logothesis)

15.15 **Global Network Inspirational update**

Chaired online by Peter Jenkins, Book Trust (UK)

16.15 **Panel 3 | Moderator: Elaina Ryan**

Open Mic #2

Pilot reading promotion programme in 10 primary healthcare centers of Attica region (Ava Chalkiadaki)

16.30 **EURead Membership Welcome certificates**

17.00 **End of day one**

19.30 **Dinner**

Dinner speech by Manol Peykov – translator, publisher, member of Parliament and Man of The Year 2023

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Tuesday, June 6th

Location | European Commission Building (Sofia, 124 Georgi S. Rakovski str.)

9.00 General Assembly: Legal Matters and Finances

10.00 Panel 4 | Moderator: Diana Gerald, Co-Chair EURead

Open Mic #3

Introducing the Austrian "Was steht da?" (Laura Albers)

10.15 Coffee Break

10.30 Insights about the state of literacy and reading in Bulgaria: preparation for implementing the Read-Aloud Monitor

Speaker: Valentina Stoeva, Children's Books Foundation (Bulgaria)

11.15 Panel 5 | Moderator: Emmi Jäkkö

Open Mic #4

How to promote reading with teenagers and young adults (Anne Bergman-Tahon)

Men's & boy's reading - problems and approaches to dealing with low readership rates among these groups (Marcin Skrabka)

11.30 Update on the new website implementation / Discussing common network communication strategies

Speakers: Daan Beeke and Marc Lambert (website); Emmi Jäkkö (communication)

12.30 Lunch (Ugo Pizza, 2 Han Krum str.)

Location | Sofia City Library - American Corner 4A, Petko Slaveykov square, fl. 1

13.30 Panel 6 | Moderator: Dr. Jörg F. Maas, Chair of EURead

Reviving Europe Reads

Speakers: Daan Beeke, Valentina Stoeva

14.15 Funding from EU / EU projects

Representatives from Creative Europe Desk

15.00 Where to next? Feedback from the AGM in Sofia

15.30 Closing of the AGM

16.00 End of day two

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



Speakers:

Dr. Jörg F. Maas (Chair of EURead, CEO Stiftung Lesen, Germany)
Gerlien van Dalen (Co-Chair of EURead, CEO Stichting Lezen, The Netherlands)
Diana Gerald (Co-Chair of EURead, CEO BookTrust, UK)
Valentina Stoeva (Children's Books Foundation, Bulgaria)
Emmi Jäkkö (CEO The Finnish Reading Center, Finland)
Elaina Ryan (CEO Children's Books Ireland, Ireland)
Daan Beeke (EURead Network Manager, Stichting Leze, The Netherlands)
Marc Lambert (CEO Scottish Book Trust, Scotland)

List of participants:

Laura Albers (Was steht da? Netzwerk frühe Leseförderung, Austria)
Lydia Grünzweig (Österreichischer Buchklub der Jugend, Austria)
Anne Bergman-Tahon (Federation of European Publishers, Belgium)
Gaby Zeimers (Medienzentrum der Deutschsprachigen Gemeinschaft, Belgium)
Sylvie Dhaene (Iedereen leest, Flanders, Belgium)
Tine Kuypers (Iedereen leest, Flanders, Belgium)
Annica Sickinger (Stiftung Lesen, Germany)
Ava Chalkiadaki (Diavazontas Megalono, Greece)
Zoltán Pompör (HUNRA – The Hungarian Reading Association, Hungary)
Jenny Murray (Children's Books Ireland, Ireland)
Maria Farrugia (National Literacy Agency, Malta)
Sigrun Feiring (Foreningen !les, Norway)
Vibeke Røgler (Foreningen !les, Norway)
Gabriela Dul (The Polish Book Institute, Poland)
Marcin Skrabka (Good Books, Poland)
Benedict Arora (Director of Communications, Marketing and Digital, BookTrust, UK)
Johanna Brinton (Libranda, De Marque Group, Spain)
Ana Molina (Asociación Artística-Sociocultural Mestiza, Spain)
Lovisa Fhager Logothetis (Bonnier Family Foundation, Sweden)
Anneli Glamsare (Bonnier Family Foundation, Sweden)
Sarah Eggel (Schweizerisches Institut für Kinder- und Jugendmedien SIKJM, Switzerland)
Benedict Arora (Director of Communications, Marketing and Digital, BookTrust, UK)