

Annual General Meeting 2022, June 7th - 8th



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“Get Europe reading again – Campaigns and Programs”

Venue: Representation of the Free State of Bavaria to the European
Union Rue Wiertz 77
1000 Brussels, Belgium

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



Tuesday, June 7th

11.00 Start and Welcome by Chairs

- Welcome (Barbara Schretter, Director of the Representation of the Free State of Bavaria to the European Union)
- Welcome (Dr. Jörg F. Maas, Stiftung Lesen)
- Video message (Ulrike Scharf, Bavarian State Minister for Family, Labour and Social Affairs)
- Video message (Vice-President Dr. Katarina Barley, European Parliament)
- Video message (Commissioner Mariya Gabriel, European Commission (tbc.))
- Introduction of Participants

11.45 Early Years Bookgifting – Experiences and Perspectives

- Creating a bookstart network in Spain (Ana Molina, Mestiza), 15 min
- Breaking the cycle of child poverty through culture and reading in Spain (Albert Arcarons Feixas High Commissioner against Child Poverty and a representative from the Ministry of Culture), 15 min
- Artistic approaches for reading promotion (Reinhard Ehgartner, Buchstart Austria), 15 min
- Discussion, 30 min

13.00 Buffet Lunch

14.00 Research on Early Childhood Interventions

- New evaluation of the Scottish bookgifting programmes (Marc Lambert, Scottish Book Trust), 15 min
- Impact survey results of Finland's first book bag for every baby (Emmi Jäkkö, Finnish Reading Centre), 15 min
- Boekstart Netherlands longitudinal study results (Marijke Bos/Niels Bakker, Stichting Lezen), 15 min
- Sharing and embedding research in EURead: Introduction to the new EURead Researchers Network (Prof. Dr. Simone C. Ehmig, Stiftung Lesen), 15 min
- Discussion, 30 min

15.30 Coffee Break

16.00 Reading Promotion Initiatives

- Reading challenges of multilingual families and professionals (Ilmi Villacís, The Finnish Reading Center), 15 min
- The Portuguese "Family Reading" initiative (Anabela Caldeira, Portuguese National Reading Plan), 15 min
- "Lese-Kicker" prize for the best children's football book (Karin Plötz, LitCam), 15 min
- Discussion, 15 min

17.00 End of Day

19.00 Dinner at Quartier Leopold

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



Wednesday, June 8th

9.00 Reading and Literacy Campaigns, EURead Website and Communications

- A new Reading Aloud Week for the EU (Dr. Jörg F. Maas, Stiftung Lesen), 15 min
- The new EURead website (Marc Lambert, Scottish BookTrust), 15 min
- Discussion, 60 min

10.30 Coffee Break

11.00 Technology and Reading

- Books, games, learning systems: Learning to read in a playful way with Ravensburger (Dr. Anuschka Albertz, Ravensburger Verlag GmbH), 15 min
- How technology can develop reading habits and foster lifelong learning (Scott Smith, ODILO), 15 min
- Luka the reading trainer – any book any language (Frank Wittenberg, ITR GmbH), 15 min
- Discussion, 15 min

12.00 Open Floor: How EURead members are responding to the war in the Ukraine

13.00 Lunch

14.00 Members-Only Session (statutes, finances etc.)

15.00 End and Departure