



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



**Tuesday, June 7<sup>th</sup>**

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### **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 (Joerg F. Maas, Stiftung Lesen)
- Video message (Vice-President Katharina Barley, European Parliament)
- Video message (Commissioner Mariya Gabriel, European Commission)
- (Requested)) Introduction of Participants (Joerg F. Maas, Stiftung Lesen)

### **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), 15min
- 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 bay for every baby: (Emmi Jakko, Finnish Reading Centre), 15 min
- Boekstart Netherlands longitudinal study results. (Marijke Bos/Niels Bakker, Stichting Lezen), 15min
- Sharing and embedding research in EURead: Introduction to the new EURead Researchers Network (Simone C. Ehmig, Stiftung Lesen), 15min
- Discussion, 30min

### **15.30 Coffee Break**

### **16.00 Reading Promotion Initiatives**

- Reading challenges of multilingual families and professionals (Ilmi Villacis, 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 Ploetz, LitCam), 15 min
- Discussion, 15 min

### **17.00 End of Day**

### **19.00 Dinner**

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**Wednesday, June 8<sup>th</sup>**

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**9.00 Reading and Literacy Campaigns, EURead Website and Communications**

- A new Reading Aloud Week for the EU (Joerg F. Maas, Stiftung Lesen), 15 min
- The new EURead website (Marc Lambert, Scottish BookTrust), 15 min
- Discussion, 45 min

**10.30 Coffee Break**

**11.00 Technology and Reading**

- Books, games, learning systems: Learning to read in a playful way with Ravensburger (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**