

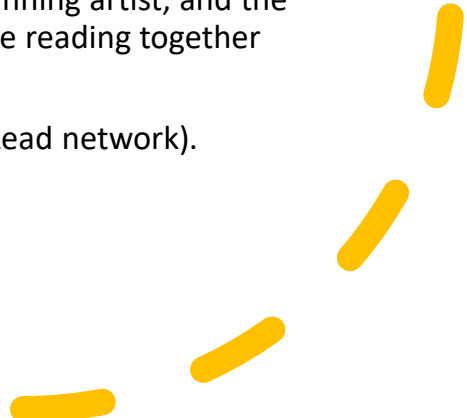


DEVELOPMENT OF SLOVENIAN NATIONAL NETWORK FOR LITERACY AND READING CULTURE; CHAPTER TWO

Petra Potočnik, Slovenian Reading Badge Society,
Cultural associate professional and National coordinator of National
Month of Reading Together

18. January 2020
Tallinn, 4th Baltic Sea Conference on Literacy.
Searching for a Common Language.

Some facts

- On International Literacy Day 2018, the first National Month of Reading Together 2018 (NMRT) commenced as a joint initiative of 9 organisations.
 - NMRT was complemented with a public awareness campaign "*Reading Together*" (led by Slovenian Reading Badge Society).
 - The visual identity of the campaign has been based on the illustrations of awarded Slovenian illustrators (8), all on the topic of joint reading.
 - An online registration for the events related to reading was enabled: the listed reading events were very diverse, ranging from symposia to various public reading events.
 - The results of final evaluation have shown great results. More than 250 partners and supporters and more than 700 events were organised with more than 100,000 attendees.
 - In 2019, we have strengthen the emerging network; the website where the events are advertised are highly functional and regularly updated (throughout the year, not just during the campaign!).
 - In 2019 almost 900 events were organized with more than 150,000 attendees and 300 partners.
 - Last year's team of ambassadors has been joined by another award-winning artist, and the posters and postcards (100,000! of them) with her depictions of people reading together flooded Slovenia.
 - At a celebratory event NMRT 2019 has joined EUReads campaign (EURead network).
- 



- The initiators and organizers of the NMRT, through collaboration, strengthen the recognition of the importance of reading literacy and reading culture at the national level and facilitate a more comprehensive national concern for this important area. With NMRT, we are also involved in the construction of a national network for raising the reading culture and reading literacy of all residents in Slovenia, Slovenians living along the border and among Slovenians around the world.

The initiators and organizers

Partners, co -sponsors and honorary patrons

- **The President of the Republic of Slovenia, Borut Pahor, has for the second time given the certificate of honorary patronage to the institutions that initiated the National Month of Reading Together.**
- We are pleased that the President of the Republic recognizes the importance of raising the reading culture and reading literacy.

Partnerji in sofinancerji NMSB:



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA KULTURO



REPUBLIKA SLOVENIJA
**MINISTRSTVO ZA IZOBRAŽEVANJE,
ZNANOST IN ŠPORT**



Organizacija Združenih
narodov za izobraževanje,
znanost in kulturo

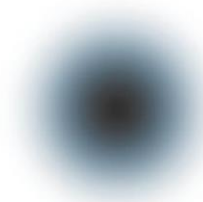
**Slovenska
nacionalna komisi
za UNESCO**



Andragoški center Republike Slovenije
Slovenian Institute for Adult Education



**JAVNA
AGENCIJA ZA
KNJIGO RS**



ZDSLU

Zveza društev slovenskih likovnih umet
The Slovenian Association of Fine Arts Si

Serving the Certificate of Honorary Patronage of National Month of Reading Together 2019

- On Tuesday, August 27. 2019, in Kranj City Library, the President officially handed over the Certificates of Honorary Patronage of National Month of Reading Together 2019 to the initiators of project. On behalf of the initiators the Certificate of Honorary Patronage was taken over by Marko Kravos, President of the Slovenian Reading Badge Society, and Savina Zwitter, President of the Slovenian Reading Association.





With second National Month of Reading Together Slovenia joins EUReads campaign

- On the occasion of the International Literacy Day (8 September), the initiators of the second National Month of Reading Together organized the press conference, which was attended by dr. Jernej Pikalo, Minister of Education, Science and Sport, dr. Tanja Kerševan Smokvina, State Secretary at the Ministry of Culture, and Renata Zamida, Director of Slovenian Book Agency.
- The press conference was held during symposium organized by Slovenian Reading Association *What gender are bookworms?*
- They signed a joint statement committing Slovenia to take care of the planned development of reading literacy and reading culture.
- <https://www.euread.com/2019/10/08/national-month-of-reading-together-slovenia/>

- At the same time, by joining the big EURead book, Slovenes also joined the broad-based European campaign Europe Reads. The book was handed over to Slovenia by mr. Daan Beeke, a representative of the Dutch organization *Stichting lezen* and the EURead network.
- On behalf of the initiators Marko Kravos, President of Slovenian Reading Badge Society, and Savina Zwitter, President of Slovenian Reading Association signed up The National Month of Reading Together as a part of campaign EUReads.



V predlogu *Nacionalne strategije za razvoj bralne pismenosti* Republike Slovenije, ki je v postopku potrjevanja, smo v viziji med drugim zapisali, da se prebivalke in prebivalci Slovenije v vseh življenjskih obdobjih zavedamo pomena bralne pismenosti in bralne kulture ter branje doživljamo kot vrednoto, pomembno za osebnostno rast ter razvoj slovenske in mednarodne družbe znanja in kulture.

Nacionalni mesec skupnega branja, ki ga kot partnerji podpiramo tudi Ministrstvo za izobraževanje, znanost in šport, Ministrstvo za kulturo in Javna agencija za knjigo, sledi zastavljenim ciljem v naši strategiji. S tem nacionalnim projektom se pridružujemo kampanji *Evropa bere*, saj se zavedamo pomembnosti razvoja pismenosti in bralne kulture po vsej Evropi in želimo podpreti skupni cilj kampanje: *dati vsakemu državljanu možnost postati bralec in polno sodelovati v naši evropski družbi*.

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The proposal of the *National Strategy for Reading Literacy Development* of the Republic of Slovenia, which is in the process of ratification, states in its vision that the inhabitants of Slovenia of all age groups are aware of the importance of reading literacy and reading culture and see reading as a value that is important for personal growth and the development of Slovenian and international society of knowledge and culture.

*National Month of Reading Together*, which the Ministry of Education, Science and Sport, the Ministry of Culture and the Slovenian Book Agency support as partners, follows the goals set in the strategy. We are joining the *Europe Reads* campaign with this national project since we are aware of the importance of literacy development and reading culture across Europe and we want to support the common goal of the campaign: *give each citizen a possibility to become a reader and fully participate in our European society*.

#### **PETICIJA/PETITION**

EVROPSKO KOMISIJO POZIVAMO K PODPORI PROMOCIJE BRANJA/  
WE CALL OUT TO THE EUROPEAN COMMISSION TO SUPPORT READING PROMOTION

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dr. Jernej Pikalo, minister, Ministrstvo za izobraževanje, znanost in šport / Minister, Ministry of Education, Science and Sport

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dr. Tanja Kerševan Smokvina, državna sekretarka, Ministrstvo za kulturo / State Secretary, Ministry of Culture

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Renata Zamida, direktorica, Javna agencija za knjigo / Director, Slovenian Book Agency

COUNTRY SLOVENIA - SLOVENIJA

ORGANISATION Slovenian Reading Association & Slovenian Reading Badge Society

WEBSITE [www.bralno-drustvo.si](http://www.bralno-drustvo.si) & [www.bralnaznacka.si](http://www.bralnaznacka.si)

OUR READING (ALOUD) CAMPAIGN : NATIONAL MONTH OF READING TOGETHER-NMRT  
The first NMRT commenced on 8 September 2018 as a joint initiative of nine organisations. More than 250 partners and supporters proved that unity is strength indeed - more than 700 events were organised with more than 100,000 attendees. The NMRT was complemented with a public awareness raising campaign "Reading Together".  
In 2019, we want to strengthen the emerging network and we plan to make the website [nmrt.pismen.si](http://nmrt.pismen.si) highly functional and regularly updated.

GOAL OF OUR CAMPAIGN  
• Raising awareness among all age groups about the importance of reading and its benefits;  
• Creating a permanent network of all stakeholders involved in reading promotion & literacy research;  
• Encouraging people of all ages to read, borrow and buy books;  
• Rounding people of the already existing network of Slovenian public libraries, but also of the importance of well-stocked home libraries.

IN OUR COUNTRY, THE MOST PRESSING ISSUE CONCERNING READING IS  
It is high time the Government of the Republic of Slovenia adopted the National Strategy for Reading Literacy Development.

WHAT WE NEED MOST TO PROMOTE READING IS  
... a national consensus that reading is important, that the National Strategy needs to be adopted, and that only a literate person is a fully-functional citizen.

PETITION  
WE CALL OUT TO THE EUROPEAN COMMISSION  
TO SUPPORT READING PROMOTION

9 September 2019, Ljubljana  
DATE & LOCATION

SIGNATURE

SAVINA ZWITTER MARKO KRAVOS

NAME

SLOVENIAN READING ASSOCIATION SLOVENIAN READING BADGE SOCIETY

FUNCTION PRESIDENT PRESIDENT

READS

SLOVENIA

NOTES & MESSAGES  
USE THIS PAGE FOR MORE SIGNATURES,  
OR FOR YOUR OWN MESSAGE TO EUROPE:

NATIONAL MONTH OF READING TOGETHER  
[nmrt.b.pismen.si](http://nmrt.b.pismen.si)

The NMRT was complemented with a public awareness raising campaign "Reading Together": eight award-winning Slovenian illustrators became the campaign's ambassadors, with their illustrations representing its visual identity.  
This year's visual identity was created by Tanja Komadina, another Slovenian award-winning artist, and the posters and postcards with her depictions of people reading together are soon to flood Slovenia - and, hopefully, so is the joy of reading.

NMRT 2018



Zvonko Čeh

NMRT 2019



Tanja Komadina

READS

- As a part of NMRT 2019, we have also prepared the translation and synchronization of the short animated EUReads animated film and included it as a promotion of reading and raising awareness of the importance of reading literacy and reading culture: <https://youtu.be/oBT6GFdj0y8>.
- <https://www.euread.com/europe-reads/#activities> in <https://www.euread.com/2019/10/08/national-month-of-reading-together-slovenia/>.



# Beremo skupaj

Nacionalni  
mesec  
skupnega  
branja

8. 9. – 13. 10. 2019



A public awareness  
campaign "*Reading  
Together*"

- Through Campaign „*Reading Together*“, a public media and poster communication national campaign was organized. The campaign was led by the Slovenian Reading Badge Society and supported by Ministry of Culture and Slovenian National Commission for UNESCO. The campaign lasted until the end of the year.
- The campaign further supported the promotion of reading, raising awareness of the importance of reading, reading literacy, reading culture, home library and reading quality literature.

# The visual identity of the campaign

This year's visual identity of the „*Reading Together*“ campaign was taken care of by illustrator Tanja Komadina. Tanja Komadina, a very well established and recognized illustrator, lives and works in Ljubljana, where she completed her studies in visual communication at the Academy of Fine Arts and Design. She has been awarded several awards.

Tanja Komadina often includes comic book elements in her illustrations. Her creation is imbued with complexity and humor. This is also reflected in the illustrations she produced for this year's National Month of Reading Together.



# Beremo skupaj

Nacionalni  
mesec  
skupnega  
branja



Projekt je financirala Republika Slovenija, Ministrstvo za izobraževanje, znanost in šport (MIZŠ) in Ministrstvo za kulturo (MVK).



# Beremo skupaj

Nacionalni  
mesec  
skupnega  
branja



Projekt je financirala Republika Slovenija, Ministrstvo za izobraževanje, znanost in šport (MIZŠ) in Ministrstvo za kulturo (MVK).



- This year, in addition to posters to promote the project, we also prepared postcards with illustrations to help us recommend books. The postcards are compiled in set of 18.
- There are included illustrations from last year's ambassadors (8) and variations of this year's posters (10).
- 8,000 posters and 100,000 postcards (5.555 sets) were printed.





8,000 posters and  
100,000 postcards  
(5.555 sets) were  
printed!

- **4000 posters and 50,000 postcards received free of charge:**
- all educational institutions (including branches, units); also schools and kindergartens in areas along borders and among Slovenians around the world.
- all public libraries (including units),
- municipalities,
- health centers,
- centres for social work,
- centres for persons with disabilities,
- nursing homes,
- associations of friends of youth,
- multi-generational centers,
- all partners, initiators, supporters ...
- **The 4000 remaining posters** (these were deliberately printed without NMSB 2019 dates) were distributed to a wider (adult) audience (various professional educations, Slovenian Book Fair...), and can also be purchased.
- Some web-based solutions have also been created based on the visual image and are available on the website: these are smaller posters, folders and custom posters where users can enter any text, gifs, users can also download banners for FB, Instagram and other social networks.

# Publishers, Bookstores, FB

- In 2019, we also made contact with publishers and / or publishing houses. A special place for banners was prepared on the NMRT website, featuring Slovenian publishers with logos and links.
- Posters at bookstores and post offices.
- Some publishers added postcards to the sent book packages.
- In 2019, a Facebook profile was set up @beremoskupaj.

# „*Reading Together*” with UNESCO schools

- We again intensively invited kindergartens, schools and secondary schools to participate in the National Month of Reading Together, and a special "call" was prepared for so called UNESCO schools.
- We have selected three (1 kindergarten, 1 elementary school, 1 secondary school) events from UNESCO institutions, and the institutions that have conducted were rewarded with the appearance of the selected artist (authors, illustrator, storyteller and collector of Slovene oral tradition) and were given some book prizes for the library. The artists were selected from the set of ambassadors of arts and cultural education (European Year of Cultural Heritage), and are also creators with whom we have successfully collaborated with in Slovenian Reading Badge Society for many years and are also among the recommended artists on the list we have presented on the Society's website.
- Kindergarten: Anja Štefan; Franja Golob Prevalje Primary School, Krojaček hlaček Kindergarten (event title: Read together with UNESCO kindergarten)
- Elementary school: Ivan Mitrevski and Žiga X. Gombač (author's tandem Miživangavski); Fran Kranjc Celje Primary School (event title: Reading Menu)
- Secondary school: Ljoba Jenče; Gymnasium Novo mesto (event title: Reading at IT lessons)

# SPONSORS, DONORS AND MEDIA SUPPORTERS

- HOFER (Aldi), Post of Slovenia, Europlakat, TAM-TAM, STA - Slovenian Press Agency, RTV Slovenia, Delo, Večer, Zarja / Jana, Bukla, Ciciban, Cicido, PIL, City Municipality of Ljubljana, Ljubljana Passenger Transport and Mediabus.
- Again, we were able to do street posters all over Slovenia. Street posters were carried out on TAM-TAM and Europlakat poster places. Urban placarding has also opened up space for an audience that is usually more difficult to access (general public).
- LPT and Mediabus enabled the painting of two city buses, advertising on the screens of LPT buses, posters and books on buses.
- The posters were also displayed at all the bookstores of the Mladinska knjiga Publishing House and some branches of Post of Slovenia.





# LPT and Mediabus

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Eurolakat



TAM - TAM

# MORE SPONSORS, DONORS AND MEDIA SUPPORTERS

- The campaign was accompanied by great support from the media, who promoted both „*Reading together*“ with NMRT as well as the corporate image itself.
- Various media outlets responded by posting on „*Reading Together*“ and NMRT 2019 (PIL, Cicido, Ciciban, Bukla, Delo, RTV Slovenia, Child and Book Magazine, Večer, Zarja / Jana, STA ...).
- In September, the sponsor HOFER supported the campaign by selling high quality books (selection of 26 titles, Mladinska knjiga Publishing House) and by posting poster in front of its branches. One of the illustrations of the campaign was the basis for an advertisement published in the Hofer Action Leaflet, which is distributed to almost all households in Slovenia.
- The Post of Slovenia has displayed posters in some branches of Post Offices.



**NMRT 2020? What's next?**

- Thank you for your attention!

