

 **NMSB '18**
nacionalni mesec skupnega branja

 **NMSB '19**
nacionalni mesec skupnega branja

 **NMSB '20**
nacionalni mesec skupnega branja

DEVELOPMENT OF SLOVENIAN NATIONAL NETWORK FOR LITERACY AND READING CULTURE

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

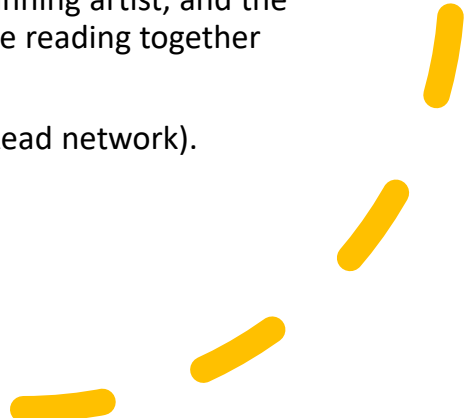
February 28, 2020

Riga, Latvian Book Fair 2020

International conference BOOK AND ... CREATOR, KEEPER, READER



Some facts

- On International Literacy Day 2018 (September 8), 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).
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The initiators and organizers



- 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.

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

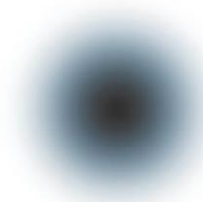
Slovenska
nacionalna komisi
za UNESCO



Andragoški center Republike Slovenije
Slovenian Institute for Adult Education



JAVNA
AGENCIJA ZA
KNJIGO RS



ZDSLU

Zveza društev slovenskih likovnih umetnikov
The Slovenian Association of Fine Arts

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 2019 to the initiators of the project organizers. 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.

July 16, 2018, Podrožnik Villa





With second National Month of Reading Together Slovenia joins EUReads campaign

- On the occasion of the International Literacy Day (September 8), 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



Zvezka 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 is led by the Slovenian Reading Badge Society and in 2019 supported by Ministry of Culture and Slovenian National Commission for UNESCO (in 2018 by Slovenian Book Agency).
- 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 ambassadors of National month of Reading Together

The promotion in 2018 was supported by 8 top Slovenian illustrators, winners of the Slovenian Biennial of Illustration award (Hinko Smrekar Award): **Suzana Bricelj**, **Zvonko Čoh**, **Jelka Godec Schmidt**, **Marjan Manček**, **Matija Medved**, **Andreja Peklar**, **Peter Škerl** and **Ana Zavadlav** (so-called NMRT ambassadors). All on the topic of joint reading. Their illustrations centered the image of the website, and eight different posters were drawn up from the illustrations.

1. SUZANA BRICELJ



2. ZVONKO ČOH



3. JELKA GODEC SCHMIDT



4. MARJAN MANČEK



5. MATIJA MEDVED



6. ANDREJA PEKLAR



7. PETER ŠKERL



8. ANA ZAVADLAV





# The visual identity of the campaign in 2019

2019 year's visual identity of the „*Reading Together*“ campaign was taken care of by illustrator Tanja Komadina. She 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, Ministrstvo za kulturo in Ministrstvo za delo, družino, socialne zadeve in enake možnosti.



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- In 2019, in addition to posters to promote the project, we also prepared postcards with illustrations to help us recommend books. The postcards are in set of 18.
- We have 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.





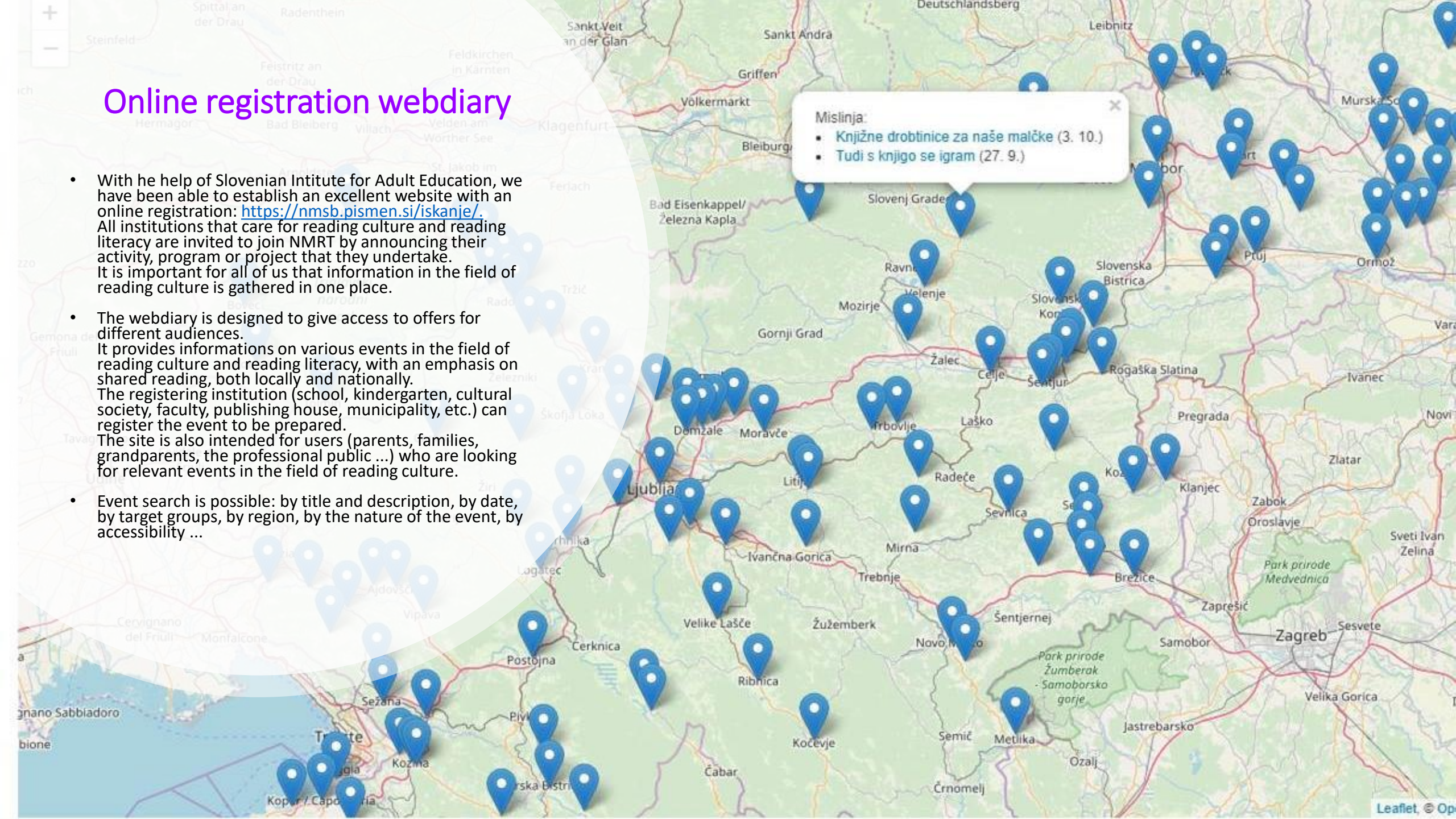
8,000 posters and  
100,000 postcards  
(5,555 sets) were  
printed!

- **4000 posters and 50,000 postcards received free of charge:**
- all educational institutions (including branches, units); also schools and kindergartens, including areas along borders and Slovenians around the world.
- all public libraries (including units),
- municipalities,
- health centers,
- centres for social work,
- special employment centres,
- nursing homes,
- associations of friends of youth,
- multi-generational centers,
- all partners, initiators, supporters ...
- **The 4000 remaining posters** (these were deliberately printed without dates) **and 50,000 postcards** were distributed to a wider (adult) audience (various professional trainings, 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.



## Online registration webdiary

- With the help of Slovenian Institute for Adult Education, we have been able to establish an excellent website with an online registration: <https://nmsb.pismen.si/iskanje/>. All institutions that care for reading culture and reading literacy are invited to join NMRT by announcing their activity, program or project that they undertake. It is important for all of us that information in the field of reading culture is gathered in one place.
- The webdiary is designed to give access to offers for different audiences. It provides information on various events in the field of reading culture and reading literacy, with an emphasis on shared reading, both locally and nationally. The registering institution (school, kindergarten, cultural society, faculty, publishing house, municipality, etc.) can register the event to be prepared. The site is also intended for users (parents, families, grandparents, the professional public ...) who are looking for relevant events in the field of reading culture.
- Event search is possible: by title and description, by date, by target groups, by region, by the nature of the event, by accessibility ...



# *„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 UNESCO schools.
- We have selected three (1x kindergarten, 1x elementary school, 1x secondary school) events from UNESCO institutions, and the institutions that have conducted were rewarded with the appearance of the creator and book prizes for the library. The creators were selected from the set of ambassadors for cultural and artistic education (European Year of Cultural Heritage), who are also creators with whom we have successfully collaborated in Slovenian Reading Badge Society for many years and are also among the recommended authors on the list we have presented on the Society's website:
- Kindergarten: Anja Stefan; 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, 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 posters. Urban placarding has also opened up space for an audience that is usually more difficult to access (general public).
- Ljubljana Passenger Transport and Mediabus enabled painting of two city buses, advertising on the screens of LPT buses, posters and books on buses.
- The posters were hanging at all the bookstores of Mladinska Knjiga Publishing House Bookstores and some branches of Post of Slovenia.





# LPT and Mediabus

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Europlakat



TAM - TAM



# MORE SPONSORS, DONORS, MEDIA SUPPORTERS, PUBLISHERS, BOOKSTORE, FB PROFILE

- 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, Zorja / Jana, STA ...).
- In September 2019, the sponsor of the HOFER (retail chain) campaign supported the campaign by selling quality books (selection of 26 titles, Mladinska knjiga Publishing House) and by posting 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 posted posters around its post offices.
- 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.
- Some publishers added postcards to book packages sent to buyers.
- Posters hanging at Mladinska Knjiga Publishing House bookstores,
- In 2019, a Facebook profile was set up @beremoskupaj.



**NMRT 2020? Whats next?**



# Thank you for your attention!

- [info@bralnaznacka.si](mailto:info@bralnaznacka.si)
- [petra.potocnik@bralnaznacka.si](mailto:petra.potocnik@bralnaznacka.si)
- [www.bralnaznacka.si](http://www.bralnaznacka.si)

