

## 22. European Conference on Literacy



### ***Online Environment of The Reading Badge – New Trends and Tendencies***

**Petra Potočnik**, Društvo Bralna značka Slovenije – ZPMS (Slovenian Reading Badge Society), Slovenia





## Slovenian Reading Badge Society

### What (and Why) is a Reading Badge?

- The Reading Badge was initially a mentoring practice at the **Prevalje primary school** (a small city in the north of Slovenia). The movement was founded in the **school year 1960/61** by Slovenian language professor **Stanko Kotnik** and author of youth literature **Leopold Suhodolčan**.
- The two of them turned the existing reading club into *“The Competition for the Reading Badge”*, quite a challenging activity. They wanted to find an escape from school formalities. The expansion of all possible sports competitions encouraged them to introduce a new spiritual parallel.
- The idea of The Reading Badge came to Kotnik while he was reading a report about a similar form of literary education done by the Czechs. He grounded the new competition: *“It is a noble cultural competition where young people compete with their peers and themselves. They are awarded the winning badge for success but at the same time they feel enriched inside.”*
- The movement’s initiatives today bring together **about 140,000 readers** each year. Reading is supported by **7,000 mentors** (this includes only primary schools) – librarians, teachers and other experts, as well as authors and publishers; children are also encouraged to read by their families.
- The Reading Badge programs even transcend Slovenian borders to reach **Slovenian communities abroad**.
- The mission of the Reading Badge, supported by schools, libraries, and similar organizations, is to promote the lifelong development of reading culture and reading literacy.
- Due to its significant role in the national culture, the Reading Badge is listed by the **National Register of Intangible Cultural Heritage**.
- Slovenian Reading Badge Society is the NGO heading the Reading Badge movement in terms of professional guidance and organization.



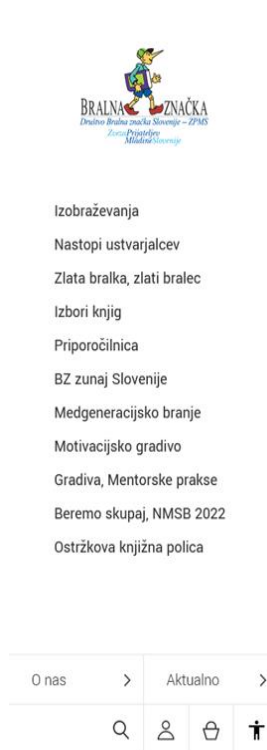
## The main objectives of Slovenian Reading Badge Society

- **Provides guidelines** for the selection of reading materials and develops the tools needed for their use.
- **Shares expert knowledge** on the development of modern strategies for encouraging reading.
- **Informs** about the development of reading, writing and literary culture.
- **Ensures efficient and quick integration** of the network of participants and an unimpeded flow of information.
- **Organizes programmes** of specialized education and exchanges.
- **Coordinates** visits of Slovenian authors.
- **Provides** motivational **book gifts** and works to improve the quality of youth literature.
- **Prepares motivational** materials and certificates.
- **Develops** various **pilot programmes and projects** for different age groups (e.g. a programme of intergenerational reading, *Reading Tea Parties*).
- **Collaborates** with similar organizations in Slovenia and elsewhere (being one of the initiators of the *National Month of Reading Together* network; heading the *Reading Together* promotion programme, etc.).
- The Slovenian Reading Badge Society is **a member** of the Slovenian Association of Friends of Youth and is internationally active as a member of the Slovenian Section of IBBY and the Federation of European Literacy Associations.



# Reading Badge online

- The Reading Badge movement always tried to adapt to technological and social changes and strived to be modern.
- One of the tasks of our Society is **updating the network of quality information** and developing and directing different programme sets that take place throughout the Slovenian cultural space, in a unified movement with the goal of the development of reading culture.
- Our associates, members and mentors of reading, so-called professional promoters of reading, who are indispensable members of the Reading Badge movement, can **keep up to date** with events in the field of reading, books and reading culture with the help of an effective and frequently updated network for conveying quality information.



Izobraževanja  
2022-2023

VABLJENI!



Bralne čajanke na  
daljavo 2022

Predpočitniška bralna  
čajanka: četrtek, 16. junij  
2022,  
od 17.00 do 19.00.



Beremo skupaj v NMSB  
2022

Sodelovanje z Akademijo  
za likovno umetnost in  
oblikovanje.



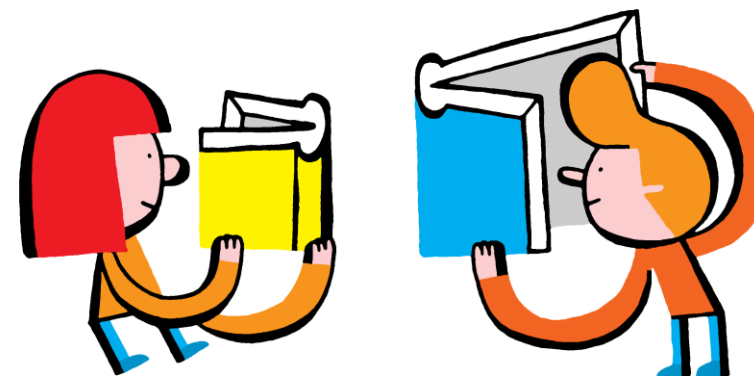
2. FESTIVAL BRALNE  
ZNAČKE

2. FESTIVAL BRALNE  
ZNAČKE NA PREVALJAH  
19.-23. 5. 2022

## Reading Badge during Covid-19 pandemic

We faced many challenges during the Covid-19 pandemic:

- **How to** continuously **adapt** the program content, as well as events that we organize in the field of reading culture, during lockdown?
- How to **encourage** young people **to read voluntarily** and to read books that match their interests during lockdown, when all family members are at home and bookstores and libraries are closed?
- How to **keep young readers and their parents interested** in reading and reading-related activities and how to encourage the habit of reading among young readers and their parents?
- How to **stay in touch with literature**?
- How to **keep reading mentors interested and motivated**?



*Illustration: Ivan Mitrevski (from MEGA quiz materials)*

## Adjustements

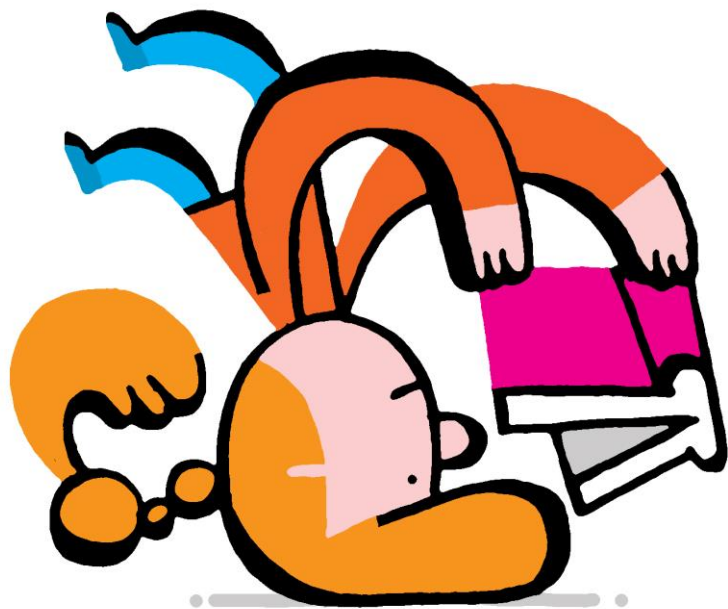
- Adjustments for the acknowledgement of reading for the Reading Badge.
- Marko Kravos (president of Slovenian Reading Badge Society: *A Missive in 12 Syllables*: a special poetic communication during lockdown (via e-mail and web page).
- **Meetings with Slovenian authors** of youth literature: replace the connections with the authors with various forms of appearances in virtual form. Virtual meetings or meeting outside, in the open have become a reality and a constant practice.
- **Educational events**: all of our educational events in 2020 and 2021 have been moved into a virtual environment.
- **Online Reading Tea Parties**: two-hour long meetings on various topics related to the development of reading culture and the books/literature for children and young people.
- **Intergenerational Reading**: the groups connected online and successfully continued to meet.
- **MEGA quiz**: Collaboration with Pionirska - Center for Youth Literature and Librarianship; City Library Ljubljana In the time of homeschooling it turned out to be an excellent tool for the promotion of reading and for combining fun, learning and competition.



**S knjigo v svet**  
Ob 60. obletnici Bralne značke



## Reading Badge after pandemic

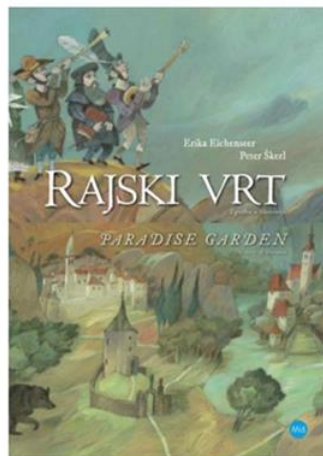


- Some things have proven to be useful also for the time after the pandemic: online lectures are accessible to more people at a lesser cost; meetings of readers online are accessible from different places; there are advantages for the Slovenian communities abroad, ...
- Mentors appreciate the guidance, regular communication and suggestions for work adjustments. Judging by the responses, we made their work easier and more flexible with our directions.

*Illustration: Ivan Mitrevski (from MEGA quiz materials)*

## Rajski vrt

Erika Eichenseer / Miš Založba



Eichenseer, Erika: *Rajski vrt = Paradise garden.*

Prev. Gaja Kos. Ilustr. Peter Škerl. Dob. Miš, 2021, 32 str.

| slikanica+

| Bog | Stvarjenje | Slovenija | stvarjenje sveta | legende | večjezično

»Rajsko« lepa dvojezična slikanica (slovensko-angleška), za otroke in odrasle.

[Več ...](#)

mag. Tilka Jamnik,

3. november 2021

### Mnenja bralcev

Mentorji BZ

★★★★★ (1)

Mladi bralci

★★★★★

Starši / skrbniki

★★★★★

### Kaj menite o knjigi?

Za ocenjevanje knjige se morate [prijaviti](#).

|   |   |
|---|---|
| Založba   | Miš Založba   |
| Avtor   | Erika Eichenseer  |
| Prevajalec  | Gaja Kos  |
| Ilustrator  | Peter Škerl   |
| Poezija/proza/dramatika                             | proza   |
| Priporočena starost                                 | vse starosti  |
| Iskalni niz (vrsta/zvrst, geslo/ključna beseda ...) | slikanica + / bog, stvarjenje, Slovenija, stvarjenje sveta, legende, večjezično |
| Št. strani  | 32  |
| Vezava  | trda  |
| Avtor priporočila                                   | Tilka Jamnik  |

## The Recommendation Room

- The Recommendation Room is a part of Reading Badge website and a unique way of presenting and promoting high quality (also nominated and awarded) children's and youth books.
- We started publishing presentations in the Recommendation Room in January 2015.
- **All members of the Reading Badge Programme Committee** can select and present books in the Recommendation Room. Most of the contributions are prepared by our vice-president **Tilka Jamnik, M.L.S.**, the most prominent promoter of reading youth literature in Slovenia.
- **The design framework and system for providing data on individual presentations** in the Recommendation Room **are defined**, and our work is based on data on youth literature production, as prepared by the **Center for Youth Literature and Librarianship at the City Library Ljubljana**. The **selection of books** and their content is always a matter of **free reflection** and decision of each contributor to the Recommendation Room.



- All **presentations** are primarily **intended** for professional readers, especially **reading mentors**. The recommendations of Tilka Jamnik, in particular, add **valuable suggestions on how to motivate** young people to read in the context of concrete literary works, how **to deepen their understanding**, how to open the way to other reading materials, and so on.
- The online form of the Recommendation Room **provides valuable links** between individual recommendations and links to other websites and online materials that further illuminate the selected book material.
- **Compared** to other selections of contemporary youth books (publisher presentations, blog posts, short presentations on FB...), the Recommendation Room **distinguishes itself by its structured design, professional authors of recommendations**, complex and **well-thought-out proposals for motivating** young readers and, last but not least, carefully designed **search engine**, which allows mentors to prepare short lists of books according to age groups, the type or genre of the text, the topic ...
- The presentations **support the creativity** of mentors and their focus on young readers. The mentors are encouraged to pay attention to the spontaneous responses of young people and their opinions, to invite them to further reading, research and pick-up activities. The recommendations **support** the development of imagination, playfulness and a relaxed attitude towards literature, and also act as **an invitation** to voluntary leisure reading (also to reading for the reading badge).

## Priporočilnica

poezija
Poezija/...

Romeo in Julija iz sosednje ulice  
Vinko Moderndorfer  
Mnenja bralcev: 5

Babica za lahko noč  
Vinko Moderndorfer  
Mnenja bralcev: 5

Živa sporočila  
Tone Pavček  
Mnenja bralcev: 5

Vrtljak  
Tone Pavček  
Mnenja bralcev: 5

Dvanajst mesecev  
Andrej Rozman  
Mnenja bralcev: 5

Mišja abeceda  
Tatjana Pregl Kobe  
Mnenja bralcev: 5

Drobčna Gerta  
Lu Fraser  
Mnenja bralcev: 5

Telovadec Nikolaj  
Klarisa M. Jovanović  
Mnenja bralcev: 5

1 2 3 4 5 6 >

## The Recommendation Room

- One of last year's achievements is a new **online book evaluation tool**.
- The books presented in the *Recommendation Room* can be **evaluated** by mentors, young readers and parents in the *Readers Opinion* section; they can also write comments.
- Before the assessment, it is necessary to register because you can only rate a book once.
- We encourage readers of different ages to **actively participate** and to **critically evaluate** the books they read.



|   |  |
|---|--|
| Založba   | Miš Založba  |
| Avtor   | Marko Kravos   |
| Prevajalec  | Darja Betocchi   |
| Ilustrator  | Erika Cunja  |
| Poezija/proza/dramatika                             | proza  |
| Priporočena starost                                 | 3-6 let, 1. triletje   |
| Iskalni niz (vrsta/zvrst, geslo/ključna beseda ...) | slikanica /<br>pravljice, humor, večjezično, besedilo tudi v italijanskem jeziku |
| Št. strani  | 78   |
| Vezava  | trda   |
| Avtor priporočila                                   | Tilka Jamnik   |

## Hiša selivka

Marko Kravos / Miš Založba

Kravos, Marko: *Hiša selivka: tri hudomušne*.

[ La casa migrante: tre storielle da leccarsi le orecchie ]

Ilustr. Erika Cunja. Prevod v ital. Darja Betocchi. Dob pri Domžalah: Miš založba, 2021, 78 str.

| C – 1. stopnja

| pravljice | humor | večjezično | besedilo tudi v italijanskem jeziku

Vse tri pravljice so duhovite in šaljive, obenem pa polne uporabnih življenjskih modrosti in namigov na druge pravljice. V besedilih so tudi drobne hudomušne pesmice, slikanico pa bogatijo zelo lepe ilustracije.

Več ...

mag. Tilka Jamnik,  
2. marec 2021

### Mnenja bralcev

Mentorji BZ

★★★★★ (1)

Mladi bralci

★★★★★

Starši / skrbniki

★★★★★

Kaj menite o knjigi?

**Ocena (najvišja ocena je 5)**

○ 1 ○ 2 ○ 3 ○ 4 ○ 5

**Komentar**

Opomba: V času testiranja Ocenjevalnika komentarji ne bodo javno objavljeni.

Oddaj

## Knjige s popustom

Vnesi iskalni niz

Naslov

### Pinocchio`s bookshelf

- In the year 2012, with the support of different Slovenian publishing houses, we added an offer of quality books with special discounts for kindergartens and schools, reading mentors and members of the Slovenian Reading Badge Society.
- With *Pinocchio`s bookshelf*, we are trying to diminish the financial shortage of buying the books for school libraries the institutions are reporting to us.
- With the selection of books and pricing, we want to make the best books the most accessible.
- Pinocchio`s bookshelf* is also **linked** to the **Recommendation Room** and other online book presentations, making the purchase decision easier.

Bernardo ATXAGA  
XOLA IN ANGELITO



Xola in Angelito

Bernardo Atxaga

18,00 EUR Redna cena

13,50 EUR Cena za BZ

11,70 EUR Cena za člane BZ

Bernardo ATXAGA  
XOLA MED LEVI



Xola med levi

Bernardo Atxaga

18,00 EUR Redna cena

13,50 EUR Cena za BZ

11,70 EUR Cena za člane BZ

Bernardo ATXAGA  
XOLA  
in teta iz Amerike



Xola in teta iz Amerike

Bernardo Atxaga

18,00 EUR Redna cena

13,50 EUR Cena za BZ

11,70 EUR Cena za člane BZ



Zvezde in makova zrna

Romana Romanišin

17,00 EUR Redna cena

12,75 EUR Cena za BZ

11,05 EUR Cena za člane BZ



Za starejše od šestnajst

Ana Saldanña

22,00 EUR Redna cena

16,50 EUR Cena za BZ

14,30 EUR Cena za člane BZ



Usoa, prišla si kot ptica

Patxi Zubizarreta

11,90 EUR Redna cena

11,99 EUR Cena za BZ

10,30 EUR Cena za člane BZ



To ni knjiga o seksu

Chusita Fashion Fever

25,00 EUR Redna cena

18,75 EUR Cena za BZ

10,25 EUR Cena za člane BZ



Šlik šlak

Susana Aliano Casales

18,00 EUR Redna cena

13,50 EUR Cena za BZ

11,70 EUR Cena za člane BZ

## Video materials

- In the last two years we have prepared some **short promotional video** content on our YouTube Channel. The videos can be used to motivate young people to read.
- **Award of the Slovenian section of IBBY:** In 2020, the Slovenian Reading Badge Society received the award of the Slovenian section of IBBY for outstanding achievements in the field of promotion of youth literature and reading. Because a live award ceremony was not possible, the Slovenian section of IBBY prepared a [short video presentation](#) about the Slovenian Reading Badge Society that can be used to inform different target groups about Reading Badge movement.
- In the following years, we want to keep preparing materials for various target audiences.





## Nominations and Awards for Youth Literature



The Main Slovenian Awards in the Field of Literature, Illustration and Comics for Young Readers

- As already stated before, one of the tasks of our Society is also **updating the network of quality information** so that our coworkers and reading mentors can **keep up to date** with events in the field of reading, books and reading culture.
- Nominations and awards for literature for young readers are also one of the important ways to promote reading and authors of youth literature.
- Announcements of nominations and award-winning books are regularly monitored and published on our website.
- They are also **linked** to the **Recommendation Room** and other online book presentations, so the reading mentors and/or young readers can further expand their knowledge about the selected books.



## Online *Reading Tea Parties*

- One of our important objectives is to **educate** mentors (teachers and librarians), parents and the whole community by organizing lectures and workshops with inventive teachers, librarians, supervisors and specialists in the field of youth literature.
- Almost all of our educational events in past two years have been **moved** into a virtual environment.
- The events were very well received and evaluated.
- Based on these results and findings, we started organizing *Reading Tea Parties* two-hour long meetings on various topics related to the development of reading culture and the books/literature for children and young people).
- The meetings are **dedicated** to presentations of:
  - contemporary youth literature,
  - modern methods for the development and promotion of reading culture and reading literacy,
  - authors from the field of youth literature who often join our meeting,
  - successful mentoring practices and direct work with young readers,
  - nominations and awards for youth literature ...
- First eight online *Reading Tea Parties* were held from March to December 2021.
- Due to the great interest we have prepared another series of (eight) *Reading Tea Parties* in 2022, which will be conducted monthly via the ZOOM tool.
- In the school year 2022/2023 *Reading Tea Parties* are included in the system of professional training supported by the Ministry of Education, Science and Sport.



## The future

- The Reading Badge will live on, we will continue to build on tradition and constantly adapt to new challenges in the field of reading and the demands of social changes. Its mission, as well as liveliness and perseverance, proved itself again during its 60th birthday celebration (2020/2021) when **new forms of promoting** reading among young people, their mentors, parents and other educators were required due to the pandemic and lockdown.
- 
- In addition to special education courses, meetings with authors and other live events, we will also continue:
    - to be active on various **social media platforms** (Facebook, Instagram, YouTube Channel, ...);
    - to **supplement** the range of **e-reading materials** and **e-resources**, as the Reading Badge is aware of the importance of in-depth reading of e-materials and the promotion of modern forms of literacy;
    - to **organize virtual visits** of authors and **conduct** various **additional educational events** (seminars, symposiums, online "Reading Tea Parties") for reading mentors, on Zoom and in person ...
  - The vibrant cooperation between readers, mentors and authors related to reading, literature, and books, which they did not want to give up even during the pandemic, reminded us how special and valuable our movement (and our projects) is.

*Photo: France Bevk, Slovene author (also youth author), poet and translator. 1961: First award ceremony at the closure of the reading for the Reading Badge. Photo from the archive of Prevalje Primary School.*





# Sources

- Slovenia Loves Reading Publication: <https://app.groove.cm/groovemember/download/nsokg66993dbe8d80d31c48d02c42b0a14304>.
- Miha Mohor: The Reading Badge: <https://www.bralnaznacka.si/sl/english/>.
- Tilka Jamnik: Intergenerational Reading: <https://www.bralnaznacka.si/sl/medgeneracijsko-branje/>.
- City Library Ljubljana: <https://eng.mklj.si/index.php/projects/mega-quiz>.
- The Slovenian Reading Badge Society: <https://www.bralnaznacka.si/sl/o-nas/predstavitev/>.
- The Slovenian section of IBBY: <https://ibby-arhiv.grooveblog.com/post/nagrada-in-priznanja-slovenske-sekcije-ibby>.
- Photos: The Slovenian Reading Badge Society arhivevs.





“With Book to the World”

---

**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)