

RISE
BOOKSELLING

READING PROMOTION TOOLKIT

BEST PRACTICE CATALOGUE





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About RISE Bookselling

Resilience, Innovation and Sustainability for the Enhancement of Bookselling’ (RISE Bookselling), is an EU co-funded programme run by the European and International Booksellers Federation (EIBF) for its network members, aimed at upscaling, reinforcing and maximising the capacity and resilience of the European bookselling sector.

About EIBF

The European and International Booksellers Federation (EIBF) is a non-commercial European and international umbrella organisation representing national booksellers associations and booksellers across Europe and worldwide. Our mission is to represent our members and their interests on a global platform, as well as to provide a forum for cooperation and foster the exchange of best practices.

About Creative Europe

Creative Europe is an EU programme that supports a wide range of cultural and creative sectors, as well as encouraging cooperation and exchanges among cultural organisations and artists within Europe and beyond.

About EDUCULT

EDUCULT is an independent, non-profit institute that connects research and practice. Their work provides evidence-based foundations for decision-making, promotes participation, and creates spaces for reflection. Together, they create momentum and make impact visible.



INTRODUCTION

This catalogue is part of the RISE Reading Promotion Toolkit: a practical resource bringing together best practices to support you in connecting children and young audiences with books and the joy of reading.

What you will find in this catalogue

In this catalogue, you will find an overview of what booksellers and other literacy stakeholders do to engage children and teenagers and promote reading, with examples from different countries, activities, and how-to's. The main topics include creating welcoming spaces, personalized recommendations, building community, organizing events, interactive & playful approaches, engaging (potential) readers through digital spaces, skills development and training, building collaborations and partnerships, as well as sponsorships.

Who contributed to this catalogue

The ideas, activities and examples collected here come from 20 countries across the world within the RISE Bookselling network. In putting this resource together, we talked to a wide range of (children's) literacy experts, among them independent booksellers and national and regional chains from urban centres to rural towns and villages, as well as booksellers' associations, NGOs and non-profits, foundations, national libraries, publishers, national agencies for books and culture, cultural administrations and city networks. They have shared with us their perspectives and their creative, innovative and effective ways to foster reading. We are very grateful for everyone who contributed to this catalogue! You can find them in the list of acknowledgements.

Who this catalogue is for

This catalogue is for anyone involved in promoting reading among children and young people: Whether you work in a bookshop, run a literacy programme, coordinate community events, or support organisations that do. Whether you are just getting started or already running an extensive programme and looking for fresh inspiration, you will find something here.



Why reading promotion matters

Reading has a profound impact on children's lives. Children who read for pleasure are more likely to thrive academically, think critically, and participate fully in society. Yet in many countries, reading enjoyment among children and young people is at a historic low.

Bookshops, libraries, NGOs, foundations and cultural organisations are uniquely placed to make a difference – especially in terms of making reading fun and finding joy in a book. Reading promotion does not have to start in a classroom or a large budget – it can start with a well-placed display, a monthly storytime, or the right book in the right hands at the right moment.

Consistent access to books through book gifting programmes, community reading initiatives, or welcoming bookshop spaces, helps close the gap for children most at risk of disengaging, giving every child a more equal start.

At its core, reading promotion is grounded in a simple but important principle: every child, regardless of how they grow up or what their family can afford, deserves the opportunity to discover reading. Literacy is a foundation for critical thinking, creativity, and the ability to engage with the world with confidence.

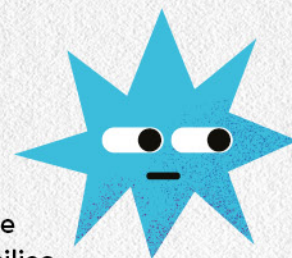
All actors in local reading ecosystems have a role to play in making this possible. This catalogue is here to support you.





How to use this catalogue

The catalogue is organised into seven chapters:

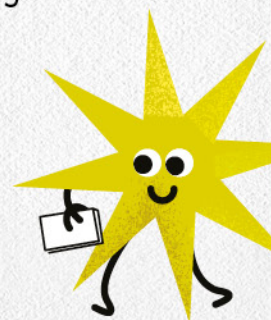


Creating Welcoming Spaces & Building Community: Here we look at the foundation: what makes a space feel genuinely welcoming for children, families and young adults, building community around reading; what to keep in mind when designing and how personalized recommendations are key to creating a space that fosters joy in reading.



Organising Events: From author readings to book clubs to game nights or community gatherings; what to consider in building a regular programme that works for your context.

Game On: Interactive & Playful Approaches: These can be used as standalone activities, added to existing events, or developed into a fuller programme to create more engaging experiences – competitions, rewards and ways to make reading feel like an adventure.



Bridging Bookshops and Digital Spaces: How to meet young readers where they already are and how to connect online and offline spaces for engaging reading experiences.

Learning Together: Skills, Training & Mentoring: Building team confidence, sharing expertise, and learning from young readers themselves.



Creating Impact Together: Collaborations: Working with schools, libraries, local businesses, and community organisations and perhaps partners you haven't even thought of yet.

Partner & Sponsorships: Finding Support for Reading Promotion – securing external support for your reading promotion activities.





You can read this catalogue from cover to cover or go straight to the chapters most relevant to you. Each chapter includes ideas and best practice examples you could act on straight away alongside longer-term projects to build towards over time. Dip in, get inspired, and come back whenever you need new ideas.

Design guide:



The top left of each page contains a link to quickly navigate through the document. Chapter pages return to the main chapter page which then returns to the contents page.



Case studies and quotes include an icon to represent the type of organization. These indicate whether the bookseller is independent or part of a chain and which area of a country they operate (i.e. urban or rural).

BEGINNING

GROWING

CONFIDENT

At the top of every section is an indication of the activities appropriateness for the audiences confidence in reading.

Tips, things to consider and questions are highlighted throughout the document.

BOYS

Look out for sections that are proven to be effective in encouraging boys to read.





Creating Welcoming Spaces & **BUILDING COMMUNITY**

From encouraging people to enter the store, making them feel welcome, to encouraging them to return time and again to their favourite space for books by offering a personalised experience and community around books – in this chapter we look at how different bookshops create such an atmosphere.

1

How to Make
a Bookshop Feel
Welcoming 

2

Designing the
Space for Younger
Audiences &
Families 

3

Dedicated Spaces
for Young Readers 

4

Books Taste Better With
Cake: Book Cafés 

6

Building a
Community Around
the Bookshop 

5

Personalized
Recommendations
by Booksellers 





READING CONFIDENCE LEVEL

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How to Make a Bookshop Feel Welcoming for Kids

A non-exhaustive list of things booksellers mentioned that what will make children and their families feel comfortable includes:



TOUCHING ALLOWED

No no-touching policies at the stores – kids should feel comfortable browsing through the books and not get the feeling that touching books is taboo.



MOVEMENT

Moving about, talking, having fun – kids (and their caregivers) shouldn't feel like they are disturbing the space just by being kids



DEDICATED SPACE

Visually signalling that you know what kids are interested in is a great way to let them know, there's something for you here! That can be a poster of that hockey movie, or that superhero, football player, skeletal detective, etc.



INTERACTION

The way staff engages with kids, teenagers and their families is vital to make them feel welcome. This can include welcoming everyone, being approachable, asking questions or simply letting people browse undisturbed, not making them feel like they have to buy something (immediately), but are allowed to just be in the space.



REPRESENTATION

Seeing yourself reflected: A truly welcoming space reflects the people it serves. This means carrying a diverse range of books and allowing for representation through the plurality of perspectives, authors, characters; visibly in window displays.



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"From the music to the pictures on the wall to the books that are displayed, we want you to feel like this is your home. For some kids, they may not have seen that many Black authors on a bookshelf, ever. These are things that make kids feel like it's approachable, like it's their space."

BOOKSELLER

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How to make your space reflect the community



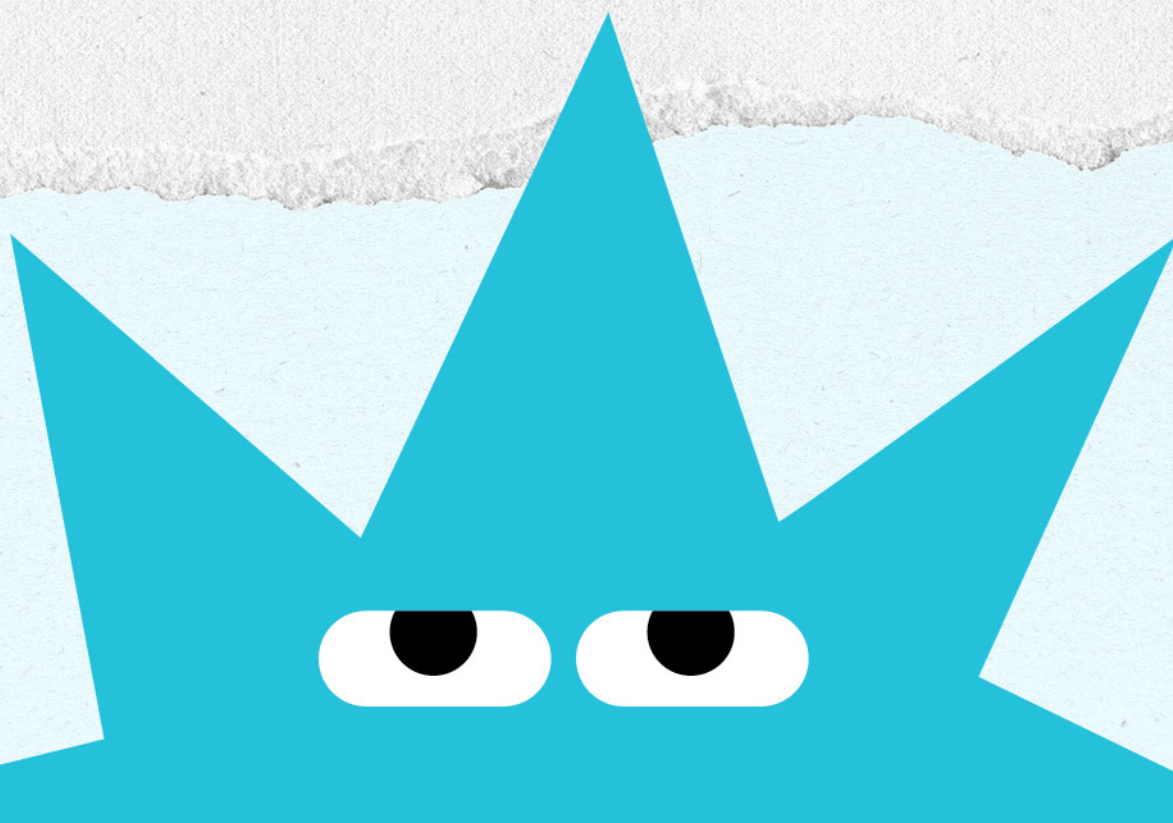
Make sure you carry a diverse range of books, and that people know that before even entering the store, e.g. through diverse window displays, stickers on your door or by offering diverse recommendations on your social media.



Think further than books: music, pictures, colours, patterns, symbols can all help to let people know that you want them to feel seen in your store.



Picking up international days/weeks/months is an easy way to get started, e.g. Women's History Month, Black History Month, Pride Month, etc.



READING CONFIDENCE LEVEL

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Designing the Space for Younger Audiences & Families

The physical environment of a bookshop sends a powerful message even before a single book is opened. A well-designed bookshop tells children, teenagers and their families: you are welcome here, this place was made with you in mind. Thoughtful design does not need to mean a costly renovation, simple choices go a long way towards signalling that everyone is welcome.

Open and accessible entrances

The first impression of a bookshop, i.e., its entrance, its layout, its visual openness, an open front, removing doors, shapes whether someone feels invited in or hesitant to cross the threshold.

Clear, easy-to-navigate layouts

Reduce what booksellers sometimes called 'threshold anxiety', which is the subtle but real sense of unease that can stop unfamiliar visitors, particularly non-readers or those who have never seen themselves as 'book people', from coming in at all.

Creating a comfortable, cosy atmosphere

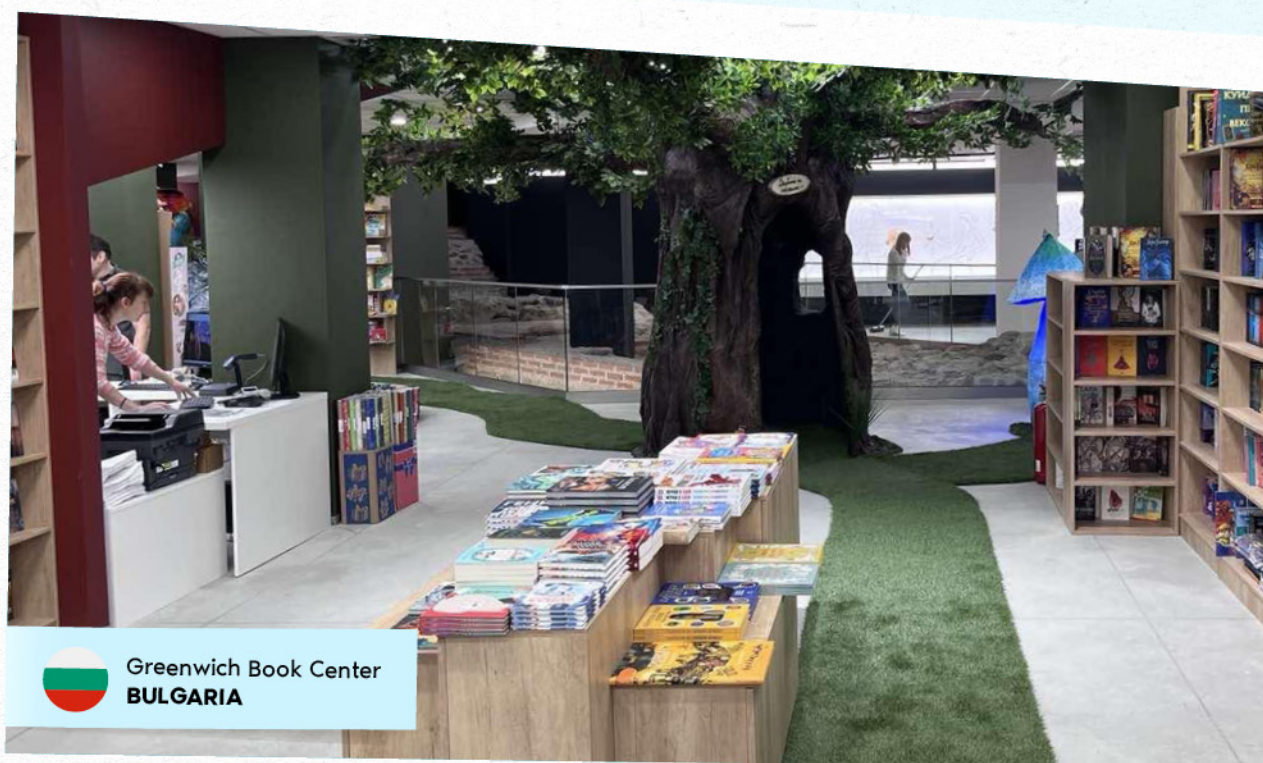
Once inside, the goal is to make people want to stay, where people can rest, sit and write, and where children and their families feel genuinely at home. A child who is given permission to simply be in a space, without rules or pressure, is far more likely to come back.

Comfortable seating, including armchairs, couches, floor cushions, and low tables

Signals that visitors are encouraged to slow down, browse, and read rather than feeling the pressure of a traditional retail environment. It can be as simple as a floor cushion in the corner.



Buchhandlung Murkelei
GERMANY



Addressing practical needs

Small gestures around practical needs can make a significant difference, particularly for families with very young children. Breastfeeding-friendly facilities, a changing mat in the toilets, or even a spare set of diapers signal that families of babies and toddlers are genuinely welcome. These details lower the barrier for families who might otherwise hesitate to visit.

Flexible and multi-functional spaces to serve multiple purposes

Lightweight, mobile furniture allows a children's area to transform into a workshop or event space within minutes. Some bookshops have a room that functions as both a children's section and a venue for school visits, author talks, or creative workshops, maximising the use of the space.

Sensory experience

The atmosphere of a bookshop is felt as much as it is seen. Music, artwork, themed decorations contribute to an experience that feels warm and memorable.

- **Visual elements**, such as murals, illustrations, planets on the ceiling or themed installations, turn the space into an adventure in itself.
- Availability of **tea, coffee, or a small snack**.

Accessibility

Accessible design benefits everyone. Some booksellers have adapted their layouts to ensure customers with mobility issues can navigate the space comfortably. Others have found that providing a calmer environment with less stimuli (e.g. no overhead lighting but softer area lighting) caters more to the needs of neurodivergent people.

Bookbugs and Dragon Tales, UK describes how avoiding bright overhead lighting, originally a personal preference, resulted in a calmer, more sensory-friendly space that has become a genuine haven for neurodivergent children and their families. Thinking about accessibility as a guiding principle tends to produce spaces where a broader range of people feel comfortable. Bookbugs and Dragon Tales also build their dragon décor directly into their programming, for instance through a scavenger hunt.



Inclusivity also means thinking about who might not yet feel at home in a bookshop and designing with them in mind – or reaching out to communities and ask for their advice.



Nooroongji Books • VANCOUVER, CANADA

Nooroongji Books in Canada cultivates a highly interactive and inviting atmosphere through its thoughtful spatial design, especially catering to children. The layout prioritizes accessibility, ensuring that every book, even those on higher shelves, is within reach, facilitated by readily available stools and ladders. A central feature is a comfortable, welcoming couch, explicitly placed to encourage families to sit and share reading moments. For children's literature, the display strategy is meticulously crafted for visual appeal and ease of access; books are predominantly showcased with their covers facing outwards rather than just their spines, and many are positioned on lower surfaces, making them effortlessly discoverable by small hands. This deliberate arrangement transforms the bookshop into an engaging, hands-on environment that fosters a direct and joyful connection between children and books.



See also "Reading in the Window" - Chinderbuechlade, Switzerland (on page 71) [↗](#)



READING CONFIDENCE LEVEL

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Dedicated Spaces for Young Readers

Designing for children

The most effective children's sections are built around how children actually experience a space, rather than how adults move through it.

- **Displaying books face-out and at eye level or laid down on tables and lower surfaces** makes them immediately engaging and reachable for small hands.
- **Child-sized furniture**, such as small chairs, low tables, floor cushions, etc.
- **Themed and engaging play areas, a train table, or a dress-up corner** can be set up to encourage children to spend time in the space and associate it with fun rather than obligation. Design rooms or sections with themes to create an immersive and fun experience for children.

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There's a little boat that they can sit in. There's a castle and a spaceship. All the rooms are sort of themed so that if they like dinosaurs or something, there's an area for them and if they like something else, there's another area, there's colouring on a table and I just try to make the shop as welcoming as possible. So they do love visiting the shop to play.

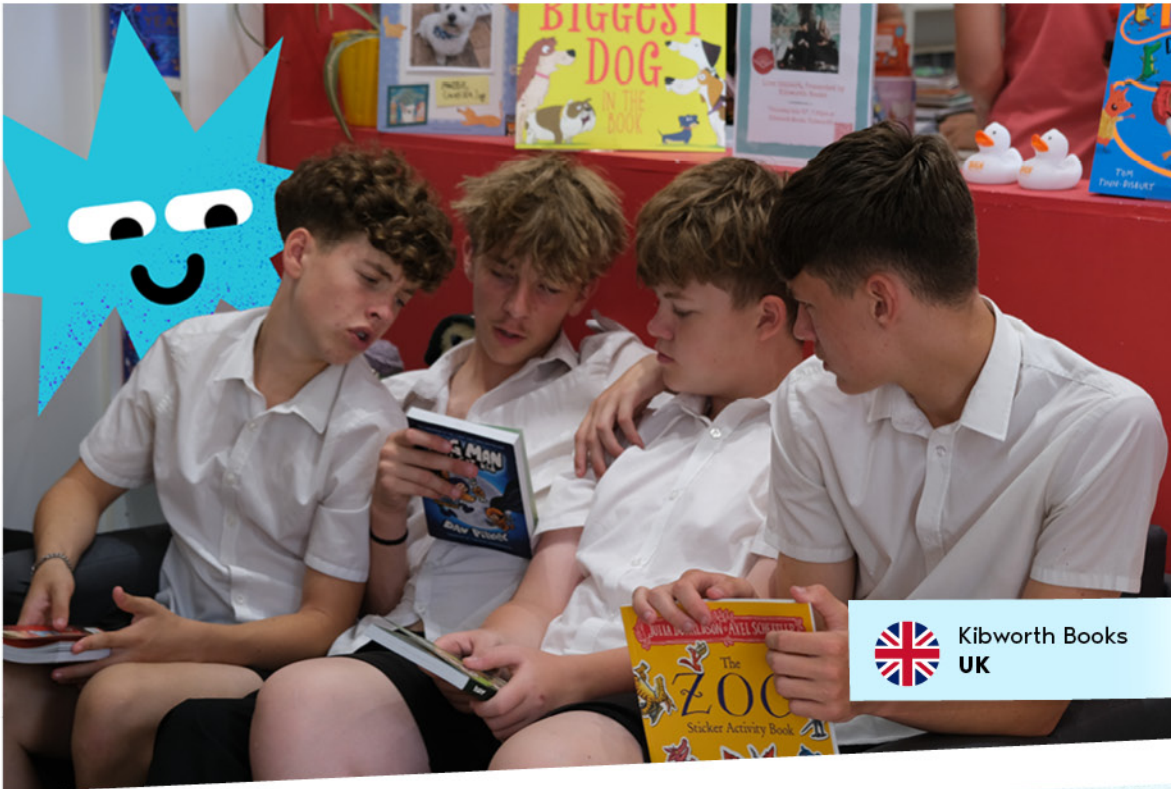


Chicken and Frog • NEW ZEALAND

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- **'Play Copies.'** Some booksellers also keep a set of slightly worn 'play copies' of picture books for very young children to handle freely, so that parents can browse without worry.
- **Clear, intuitive navigation.** Families and children should be able to find their way around the section easily, with books organised in a way that makes sense to them, whether by age, theme, mood, or curriculum. Some booksellers organise their children's sections around themes like 'feelings', 'community', or 'Black history', which helps families find books that speak to specific needs or interests and signals the breadth of what reading can offer.



Designing for teenagers and young adults

Teenagers present a distinct design challenge. Many will not want to be seen browsing a section that feels like it is aimed at younger children, and a space that does not acknowledge their age and independence risks putting them off entirely.

Separate Area for Young Adults, one that feels distinct from the children's section and offers a degree of privacy and ownership. This does not have to be a large or elaborate space, examples:

- A couch tucked into a quieter corner.
- A dedicated shelf stocked with popular novels, fantasy, science fiction, and manga, displaying titles that reflect current trends.
- Accessible and jargon-free language: language used in displays and recommendations should meet teenagers where they are, rather than where adults think they should be.

The simple absence of pressure to buy can be enough to make teenagers feel comfortable spending time there.



READING CONFIDENCE LEVEL

BEGINNING GROWING CONFIDENT

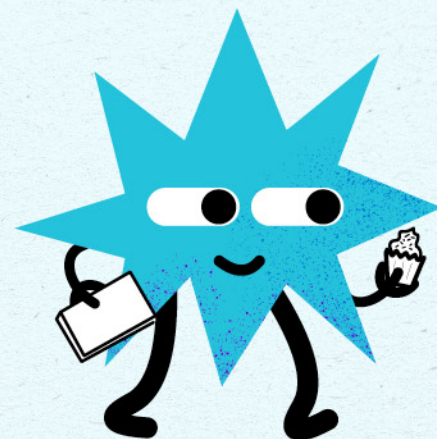
Books Taste Better With Cake: Book Cafés

Offering café services or including a café into a bookshop is a widely used method that helps create a comfortable and inviting atmosphere, encouraging people to spend more time in the bookstore. It can create a welcoming and comfortable atmosphere and encourages people to stay, rather than to get to the cash register and leave the shop right away.

It can also help build a sense of community and social interaction. Bookstores with cafés often become “gathering places”, as cafés generally are places to meet and spend time together. The café can serve as a hub for various activities, from casual conversations to more structured events, making the bookstore a “cultural and social hub”.

ADVANTAGES

- The increased exposure to books through the extended periods in the store, can lead to more browsing, and ultimately, higher sales.
- A café can attract new customers, including non-readers or those who might be intimidated by a traditional bookstore.
- Beyond book sales, the café generates income from food and beverage purchases. This additional revenue can contribute to the overall sustainability and profitability of the business, allowing for more resources to be invested back into the bookstore’s core mission of promoting reading.



Bookshop La Două Bufnițe

 TIMIȘOARA, ROMANIA

This bookshop had a small café integrated to the shop, that offered hot chocolate, coffee and tea. This integration was part of a broader design philosophy that included three tables with four chairs at each table inside the bookshop and small couches beneath windows, creating “places where people could rest, sit, read, write”. This intentional design, combined with the café, fostered a comfortable and welcoming environment. The café, as part of a well-designed, comfortable space, directly contributed to a positive customer experience and even inspired others in the industry.



Rinascita Bookshop

 ASCOLI PICENO, ITALY

Rinascita Bookshop exemplifies a successful integration by transforming into a comprehensive “cultural and social hub”. Since moving to an elegant Art Nouveau building, it incorporates a literary café and a large conference room. This allows them to host initiatives and projects dedicated to promoting reading. The café isn’t just an add-on; it’s integral to their mission of creating “reading communities”. The shop offers a large space for children’s and young adult books and even dedicates its conference hall to children’s books and educational games. Rinascita embraces the concept of being a “cosy place” where people can stay, study, or work without pressure to buy, fostering a long-term relationship with potential readers. Additionally, evening events like gaming sessions (e.g., Game of Thrones, Pokemon card games) are hosted to attract non-readers, creating a link with people who might not initially be interested in books. This holistic approach makes the café a cornerstone of their community engagement and cultural programming.



READING CONFIDENCE LEVEL

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BOYS

Personalised Recommendations: A Bookseller's Superpower

A Booksellers specialty are personalised recommendations, sometimes described as “matchmaking” for readers and books. Especially when it comes to kids who are not avid readers (yet), finding the perfect book to spark their interest is a bookseller's superpower.

This section provides a sample of approaches and questions booksellers use to engage with their different target groups and tailor their recommendations, as well as best practice examples of **how to take personalised recommendations to the next level.**

- Many booksellers point out that the most important thing is to start by asking questions, “making a connection with people.”
- “Book fluency” Aside from knowing your own stock, it's great to have an overview of current trends (BookTok, shows that are currently popular...), helps to make quick connections between what you learn about a child and what might fit their interests.
- Centre on the child's perspective: it's not just about age suitability or educational benefit, but what actually connects with a child and their interest.

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We try and have the conversation with the children when they come in the shop as well and make sure that they're the focus point and that the parent isn't necessarily leading that conversation. We want kids to be able to choose, and we want them to choose the book that they'll go away to actually read.

 Bookbugs and Dragon Tales • UK

99



- Centring on children can also mean **(gently) educating caregivers** and guiding them towards the books that their kid is interested in e.g. reinforcing the validity and value of choosing graphic novels that some parents might want to dismiss.
- It can also look like **affirming children in their choice** while gently guiding them towards something more appropriate (e.g. age-appropriate): “Positively reinforce what they are initially drawn to themselves” and then suggest something similar or adjacent – balance parents' concerns with children's enthusiasm.
- To connect to children also means connecting to their world and struggles: “there is so much competing for their time, and their concentration skills are different. Not all of them are going to want to read big, long books. Some want to read something short that they can enjoy and consume quite quickly” (Halfway up the Stairs, Ireland) – or in other words, it's not about how great the book is, but if the child is actually interested in engaging with it.



- When engaging with children who are not really interested in reading or books (directly, or via an adult), booksellers suggest broadening your scope: what are their general interests, what sports do they like, or animal, or TV show, who is their hero?

	Here are a few questions you might find useful:	☐
		☐
	What makes them happy? What do they like doing (outside of school)?	☐
		☐
	What is the latest thing for them - a theme, hobby, tv show, game?	☐
		☐
	What was their favourite story to read, even if it was years ago?	☐
		☐
	What do they want to feel when they read? Cosy, excited, adventurous, thrilled, safe, ...	☐
		☐
	Do they read on their own?	☐
	What was the last book they picked up themselves?	☐
		☐
	Where do they read, and with whom?	☐
		☐
		☐

Curated Book Selections & Subscription Boxes

Several bookshops offer a subscription service (for children), where they will receive a specially curated book in a “surprise box” on a regular basis (for example once a month), based on their age, developmental stage, and known preferences.

This often includes personalized notes explaining the choices. Meant as an easy gift option for adults in children’s lives, the curated subscription boxes are a great way to personalize a kid’s reading experience, foster joy in reading, and building long-term relationships between children, families, and their favourite bookstore.

Halfway up the Stairs



'The Gift of Books' Gift Boxes [↗](#)

“Personal shopping” with a bookseller, Children’s Books Ireland

Instead of sending a specially chosen book to a kid, the idea of “personal shopping” flips the concept around: the child receives a voucher for a book that they can spend at the store, and get time with the bookseller in person, turning it into an experience:

“You can buy time with a bookseller effectively. So, you pay €50, you get a €50 voucher, but you book in a time slot that, you know, you stand with a bookseller and they help you spend that voucher. So, it’s like personal shopping.”

 Children’s Books • IRELAND



This best practice is great for fostering in-person experience and getting kids to come to the bookstore. For booksellers, it can be a great way to spend actual time with kids and get to know their interests to better tailor their recommendations.

“Book clinics and book doctors”, Children’s Books Ireland

“We do have one really popular intervention, which is our ‘book clinics’. It’s a ‘book doctor’ in a white coat with a prescription pad. And they say, tell me what you’ve read lately or what things you like to watch on TV and what do you really not like? You love unicorns, but no dragons. Okay, cool. And they’ll write a prescription for that individual child and send them away to go to their local bookshop or their local library to go and find those books. So, it’s great for reluctant readers if they’re like, I haven’t found something that I love. It’s great for really avid readers where they’ve hit the end of a series and they don’t know where to go next. [...] we can try to match them with their interests. And it’s a one to one conversation. [...] And every family at that gets a recommended reading guide of the 100 best Irish books of last year bookmark, stickers, stamps, all of that.”



Great way to engage with kids and families outside of bookstores (e.g. at festivals, events, etc.) and motivate them to go to a bookstore (or a library)

There are also many ways to give more general recommendations and highlight them at the shop:

- **Having a table with curated books** is a very helpful visual pointer that can draw people to the books that you would generally recommend.
- **(Handwritten) notes** by staff with their personal favourites.
- **Display recommendations by other children’s organizations** like leaflets with recommendations, stickers on books that signal endorsement, awards. They are a great option to signal that books are “endorsed” or to keep up with current recommendations yourself.



READING CONFIDENCE LEVEL

BEGINNING GROWING CONFIDENT

Building a Community Around the Bookshop

Bookshops as “Third Spaces” – a space other than home or work, where you don’t (necessarily) have to spend money

Bookshops are great third spaces and many booksellers actively work towards opening their space up to the wider community. How booksellers achieve this:

- ☐ Free library shelf right at the entrance: By having the small free of charge library right at the entrance of their store, they signal to people that they are welcome, even if they cannot afford to buy a book.
- ☐ Providing Wi-Fi.
- ☐ Partnering up with community organizations to provide free healthcare-related resources (e.g. diapers, menstrual products, etc.).
- ☐ Having games available that can be played in the store.
- ☐ Turning reading into a social or ritualized activity: people coming together to enjoy reading in community with other readers or simply by having a space where people can read surrounded by books and other readers.
- ☐ Events for parents and caregivers, so that they could connect with one another while their children browsed the store or attended their own events.

“

I used to come to children's events and, actually, this is one of the things that creates the majority of the community because this teaches adults perfectly how to interact with their young ones through books. [...] And when I found out that you could bring your child to an interactive baby reading, I was ecstatic. I really wanted to be in this type of community. I wanted to be with adults who also chose such an event for them and for their children. So this creates a really growing community.”



 FOX Book Café • BULGARIA



See also page 42 where we also look at how bookshops build community online. [↗](#)



ORGANIZING EVENTS

Bookshops can host a diverse array of events designed to engage various age groups and foster a love for literature, ranging from interactive storytelling sessions for young children to author meet-and-greets and community-led book clubs for older readers. Organising regular events can contribute to community building, and to attracting non-readers or readers who might be intimidated by entering a bookshop.

Important:

Consistency

Consistency in scheduling events is key: It helps customers know what to expect and for activities to become a habit! A consistent location and schedule are crucial. For instance, one bookseller found success by holding story time "always in the same day and time, same day of the week".

Accessibility

To remove potential barriers, it is important to make events as accessible as possible. This can be achieved through free entry, ensuring physical accessibility of the bookshop or venue, safer spaces for minoritized communities and offering incentives such as book vouchers or providing books.

The following chapter provides an overview of event formats and best practices: whether you are looking to get started, expand your repertoire or find fresh ideas or tips to add to what you are already doing.

①

Meet the Authors:
Behind the Stories [↗](#)

②

Host a Book Club [↗](#)

**③**

Storytime: Bring
Stories to Life [↗](#)

⑤

Bring the
Neighbourhood into
your Bookshop [↗](#)

④

Celebrate Reading
with a Book Festival [↗](#)

⑥

Writing Labs:
Turn Reading into
an Interactive
Experience [↗](#)



READING CONFIDENCE LEVEL

BEGINNING **GROWING** **CONFIDENT**

Meet the Authors: Behind the Stories

Organizing events where children can meet, interact with, and even interview authors, can be highly motivating and make the world of books more tangible. The success of author events often hinges on making them engaging and relevant to the target audience.

So, how can this look?

School Visits and Collaborations

A bookseller can collaborate with schools to invite authors to schools to meet students and engage with them where they are. This way, you can reach a wider audience and integrate reading promotion into the educational environment.

Discussions, Interviews, Talks and Q&A Sessions

Authors discuss their work, creative process, and themes, often followed by opportunities for the audience to ask questions.

Interactive Workshops & Creative Approaches

To make events more engaging, especially for children, authors might lead workshops related to writing, illustration, or storytelling.

Book Launches, Signings and Sales

The opportunity to meet an author, especially a well-known one, can generate significant excitement and invite children to book-related activities, allowing attendees to get their books signed – and often boosting sales!

Readings and Presentations

These can be straightforward readings or more interactive sessions where authors engage with the audience.

Why is this successful?

- Unique chance for children to interact directly with the creator of a story, ask questions, and even get books signed; this personal connection can deepen their interest in reading and foster a sense of ownership over their literary journey.
- Relatable role models & representation: meeting an author who reflects a child's lived realities can be especially impactful. Author validation of a child's creative interests often carries more weight than the same encouragement from a teacher or parent.
- Bringing Books to Life: Authors can transform the reading experience by reading aloud, acting out scenes, or incorporating drawing and crafting workshops. This interactive approach makes books more vivid and engaging, creating a "buzz" and excitement that silent reading in a library might not.
- Personal encounter corrects the misconception that all writers are dead, especially since many classic books are by deceased authors.



Inviting Authors

- 1 Choose authors that are popular with the age group you want to address, and/or write in the language of children in a specific local context, tailoring author interactions to specific age groups and interests.
- 2 Finding the right fit: Not all authors or presenters are equally skilled at engaging children. It requires specific skills to maintain children's attention, such as incorporating breaks, jokes, and interactive elements.
- 3 Authors with strong charismatic personalities can create an unforgettable experience that "motivated teenagers to read" and can "kick start" reading for those who had stopped or were not interested.
- 4 Charismatic, famous authors are rare, and their availability for events is limited. A less famous author, perhaps local writers that have time and are engaging, can be a good choice.



Writers at School

Rinascita Bookshop (Libreria Rinascita)

 ASCOLI PICENO, ITALY



As the first Oasis of Bibliodiversity for the development of reading communities, Rinascita Bookshop has been running this initiative in schools across the Province of Ascoli Piceno since 2012, earning numerous national awards along the way. The project brings acclaimed Italian authors into schools, where students from primary through secondary level take on the role of hosts rather than passive audience members. With support from their teachers and Rinascita staff, they read the featured book in advance and prepare both an introduction and an interview for the author. Beyond the conversation itself, students also create artistic responses to the book, including book trailers, songs, performances, and visual artwork, which are displayed as an exhibition. The school event then moves to a second meeting at Rinascita Bookshop, open to peers from other participating schools and to the general public, transforming the bookshop into a genuine community space for shared reading and giving young people meaningful agency in cultural life.



READING CONFIDENCE LEVEL

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depending on who the book club is intended for, it can be tailored to different levels.

Host a Book Club

Book Clubs are a good way to build community around reading, talk about shared experiences and reintroduce reading as a social activity, as something that you can not only engage in alone, but experience together.

Book Clubs can...

- ☐ Create time with each other around a book: Reading is often a solitary activity, and book clubs offer a way to counteract this isolation by creating a social context for books.
- ☐ Provide a space to meet, interact, share thoughts and experiences, and to discuss books in a non-academic setting.
- ☐ Be a way to connect with peers; books can support in starting a conversation.
- ☐ Foster a love for reading and provide motivation and accountability for some to read more regularly or to tackle books they might otherwise avoid.
- ☐ Be successful in engaging new audiences.
- ☐ Foster long-term relationships with children and families, sometimes becoming a trusted "second home" or a place where children do homework after school.

A book club is one of the most versatile formats a bookshop can offer: it builds community, deepens engagement with reading, and creates a recurring reason for people to walk through your door. The following considerations will help you design a format that works for your space, your team, and your audience.



Defining your audience

Before anything else, decide who the book club is for. Age group shapes every other decision, from age-appropriate book selection to the length of meetings to how you structure activities.

- Book clubs for young children work well when caregivers are involved, turning reading into a shared family experience.
- For teenagers, peer-led formats tend to outperform adult-organised ones: young people engage more readily when they feel the club belongs to them rather than being something "imposed by the school or a parent".
- Tailoring both the book selection and the structure to participants' needs is essential, and worth assessing honestly in terms of your team's capacity before you commit e.g. neurodivergent readers.



Who leads the sessions?

The facilitator's role is central to a book club's success. Bookseller-led clubs are the most common model, and they work well, particularly when the person leading them genuinely enjoys the books.

- Peer-led formats, where older children or teenagers take on the role of discussion leaders, can be especially effective and give participants a stronger sense of ownership.
- For the youngest age groups, an external facilitator with relevant expertise (early childhood education, for example) may also be worth considering.

Choosing the books

Book selection flows naturally from knowing your audience:

- For younger children, picture books and short stories work well; older groups can take on longer texts or series.
- You can let participants vote on the next book, which builds investment and anticipation. Or follow a theme, such as stories in a specific language, LGBTQIA+ stories, manga, or young adult fiction.



Tip

If you read the first book in a series, participants will often go on to read the rest independently, extending their engagement well beyond the session itself.



Structuring the sessions

- The most important principle for children's book clubs is that they should not feel like school. Keep the atmosphere relaxed and the activities genuinely enjoyable.
- Structured discussion can be paired with creative elements such as drawing, writing recommendations by hand, games, or other forms of expression.
- If conversation is slow to start, prepared question cards can help without making the session feel like a lesson.
- For clubs where caregivers bring younger children, it is also worth thinking about whether there is space for the accompanying adults to wait comfortably, as they often form their own informal community around the edges of the club.

Practical logistics

- Consistency matters more than frequency. Whether you meet weekly or monthly, a regular time and place helps participants build the habit.
- Communication with parents is especially important for children's groups: a group chat or similar channels for each club keeps caregivers informed about upcoming meetings and book choices without much effort.
- Maintaining participation over time, particularly among teenagers, can be a challenge; introducing variety, changing the format occasionally, or pairing sessions with other events can help sustain momentum.

A note on ownership

The clubs most likely to thrive long-term are those where participants feel a genuine stake in the format. This is especially true for older children and teenagers. Where possible, involve them in decisions about book choices, meeting times, and activities.

As one bookseller puts it: *"They pick the books, they pick the meeting times. And so that way everyone can always show up."*

Book Clubs

The Peripecias Bookseller organizes dedicated book clubs for both children and teenagers to foster a love for reading. The children's book club caters to those aged 8 to 11, though some younger participants have joined. For older readers, a teenager's book club is available for individuals between 13 and 16 years old. A key approach within these clubs is to empower participants by allowing them to choose and create, encouraging them to read what genuinely interests them rather than what they "supposed to read". This strategy aims to cultivate a positive relationship with reading, even if it means exploring comics or books outside typical age recommendations. The book clubs also serve as a platform for author visits, providing members with unique opportunities to interact with writers and illustrators.

Peripecias Bookseller



MADRID/SPAIN





Weekend de Poveste

 **Bookstory**
CLUJ-NAPOCA, ROMANIA



Bookstory, an independent bookshop in the centre of Cluj-Napoca has built a thriving community of young readers and hosts recurring Weekend de Poveste (Weekend of Story). They have successfully cultivated a large community of young readers who consider the bookshop their "second home." Sessions are organised into three groups: "mini readers" (3-6), for children learning to read and a third group for more fluent readers (up to around 10-11 years old). This approach allows children to progress at their own pace and return regularly as their reading grows. The bookshop emphasizes the importance of recurrent contact with books and the normalcy of visiting the bookstore.

Lesecrew (Children's Literature Club)

 **Chinderbuechlade**
BERN, SWITZERLAND



The Independent bookshop Chinderbuechlade offers a children's literature club for 10 to 14-year-olds, structured similarly to adult book clubs where participants read a book and then engage in discussions. The bookseller emphasizes that it is crucial for the children to feel that the activity is driven by genuine enjoyment and not by academic pressure. This approach aims to create a welcoming and non-scholastic environment where children can freely explore and discuss literature, fostering a love for reading without the constraints of a classroom setting.



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Storytime: Bring Stories to Life

Storytime-Sessions and Storytelling

Many bookshops and organisations host regular storytime sessions, often for younger children and families. These can be free of charge and aim to create a habit of visiting the bookshop and being surrounded by books.

Storytime with Influencers &

Personalities: Inviting well-known journalists, artists, writers, or musicians to read at storytime sessions can attract more attendees and offer a different experience. These individuals are often briefed on how to engage children effectively, including making jokes, incorporating movement, and managing questions.

Storytime with Publishers:

Book presentations and storytime sessions in collaboration with publishers can provide visibility for the bookshop and attract new audiences who follow specific publishers or authors.



La Două Bufnițe
TIMIȘOARA, ROMANIA

Sunday Story Time

In the independent bookshop “La Două Bufnițe”, every Sunday a free of charge, one-hour Story Time event was implemented. This initiative aimed to expose children to books and bookshops from a very young age, fostering a habit of visiting such spaces.

Tip

Some are held on specific days and times to build consistency and community; they can be highly effective by creating a free, inclusive, and engaging community hub, through consistent interaction and a playful environment.



Reading Clubs

A reading club for families can also be a good way to foster literacy and community engagement. Thereby you promote reading as a shared, joyful experience by encouraging parents and children to read and discuss books together.



Tip

Provide conversation prompts, e.g. cards.

Reading Club



Faz de Conto
COIMBRA, PORTUGAL



The "Faz de Conto" bookshop in Coimbra, hosts a reading club for families, specifically targeting children aged six and above, who are already able to read or are in the early stages of learning. During the club meetings, families discuss the chosen book, sharing their experiences and opinions on the story. Cards with questions stimulate the conversation.



Tip

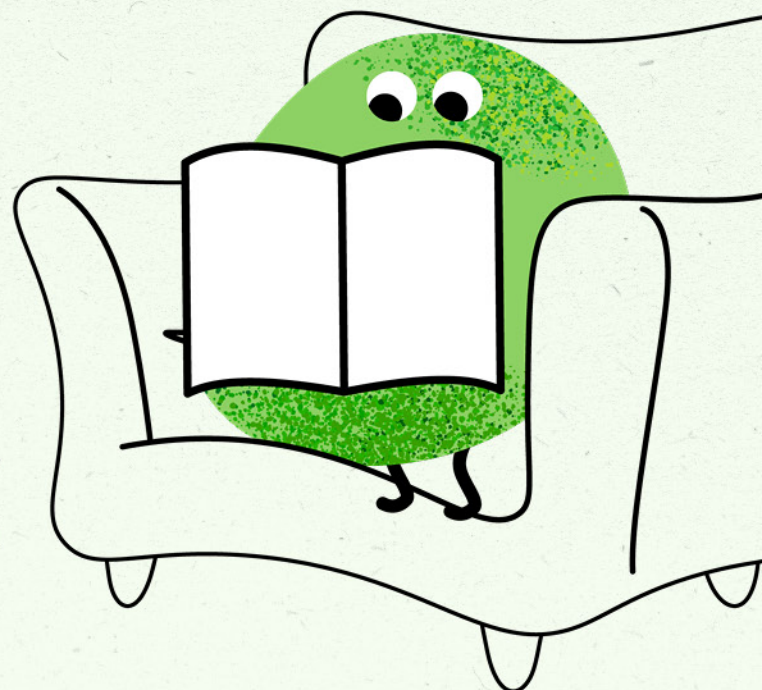
Select age-appropriate literature

Although resource-intensive, a structured, family-inclusive reading program can contribute to foster young readers and to strengthen a bookshop's role as a cultural hub.

Storytimes with caregivers:

"Läs Högt!" Read-Aloud Bingo

Läs Högt! promotes reading aloud and is a collaborative effort among Swedish booksellers around the country, both independent and chains. Unlike traditional reading bingos for children, this format encourages parents and caregivers to read aloud to children. Caregivers mark off squares on a bingo card when they read aloud, turning shared reading into a playful and interactive family activity. By using a bingo card, the campaign gives families a simple structure for repeated read-aloud moments, helping to foster reading joy and build reading habits within everyday family contexts.





READING CONFIDENCE LEVEL

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Celebrate Reading with a Book Festival

Book festivals and large-scale reading celebrations attract young readers by transforming reading into a visible, social, and interactive community event rather than a solitary task. Book Festival activities, either location or genre-bound or decentralised and cross genres, can engage children and young readers through event-specific strategies.

How to have a (slightly smaller) Book Festival of your own:

Vinhan Kirjakauppa

 RUOVESI, FINLAND

Vinhan Kirjakauppa, located in the village of Ruovesi in Central Finland, hosts a variety of festivals and happenings in the garden behind the bookshop, as well as in a rented barn or cow house nearby. The festivals encompass music, literature, and dancing, and have been very successful and are a key part of the bookshop's transformation into a small cultural centre, a strategy adopted to ensure its continuity and success beyond being solely a bookshop. Through this concept, the bookshop had 56,000 visitors last year to a village of only 4,000 people. The bookshop serves as the heart of this concept, with all activities conducted in its name, and the festivals are seen as a way to support the business and provide continuity. The success of these happenings is partly attributed to the fact that the town was quite quiet before the bookshop started arranging such events, leading to widespread community involvement.

Kibworth Books
UK



READING CONFIDENCE LEVEL

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Bring the Neighbourhood into your Bookshop

Non-reading events and activities can be a good strategy for bookshops and organisations to attract larger audiences and build community. Rather than focusing on books directly, these initiatives create social and cultural encounters that bring people into reading environments and foster positive associations with it.



Can look like

Social gatherings, competitions, exhibitions, game nights or large-scale cultural festivals that transform a space into a vibrant community hub.



They can be organized independently or in collaboration with local schools, cultural institutions, or community organisations, to bring additional resources, broader reach, and shared setup.



Buchhandlung Murkelei
GERMANY

The primary goals of non-reading programmes are to draw in new visitors who might not typically engage with literary events and to make the bookshop a welcoming "third space" for social interaction without a direct focus on purchasing books.

Another effective approach is to tap into existing popular interests...

Like Pokémon card trade! While the core activity is trading Pokémon cards, the event is held within the bookshop, indirectly exposing participants to books.

Monthly Game Nights



USA



A USA bookseller actively fosters community engagement by hosting game nights, an activity that extends beyond traditional reading events. These game nights occur once a month and are often co-hosted with other community organizations. This initiative helps to attract a diverse audience, including individuals who might not typically visit a bookstore for literary events, thereby broadening the store's community reach and reinforcing its role as a local hub.



Buchhandlung Eulennest

 BADEN-BADEN, GERMANY

BOYS

This German bookshop successfully hosts Pokémon Trading Days to attract new audiences. This event is noted for **attracting "80% boys"**. This suggests that activities built around popular culture, collecting, and social interaction can be highly effective in drawing boys into the bookstore environment. The "Pokémon Tauschtag" example highlights that engaging boys might require moving beyond traditional book-centric activities and incorporating other interests that still have a tangential connection to literacy (e.g., reading names, rules, or lore related to their hobbies).



Music, Art and Sports: Collaborate with local educational, arts and music institutions, and host e.g. concerts in the bookstore. Such initiatives can diversify the bookshop's cultural offerings, attracting different audiences and reinforcing its role as a multi-faceted cultural centre and enrich its community presence.

La Două Bufnițe

 TIMIȘOARA, ROMANIA

La Două Bufnițe successfully integrated music and art into its community engagement by partnering with local educational institutions. It hosted monthly concerts with the local music high school, sometimes offering teenagers their first concert experiences within the bookshop's walls. Simultaneously, the art high school contributed with monthly exhibitions of children's work.



Sports Days, inspired by books

Greenwich Book Center
 SOFIA, BULGARIA

Greenwich Book Center, a bookshop based in Bulgaria, has developed an innovative approach to engaging young readers by connecting literature with physical activity. Responding to the tendency for boys to read less than their peers, the bookshop organised sports tournaments inspired by books, using the appeal of competitive sport as an entry point into storytelling and reading culture. By linking physical activity with narrative content, Greenwich Book Center successfully reaches young people who might otherwise not consider themselves readers, demonstrating that bookshops can act as creative community spaces well beyond their traditional role.





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Writing Labs: Turn Reading into an Interactive Experience

Writing labs can be effective in fostering engagement and a love for reading and writing. This direct engagement transforms reading from a solitary activity into a dynamic, rewarding experience that cultivates lifelong readers and writers by making the process interactive, collaborative, and personally significant.

Hands-on, creative involvement is crucial, allowing participants to actively produce content, whether it's writing and illustrating their own books or crafting literary critiques:



Structured support and professional guidance from authors, illustrators, or literary experts can significantly enhance the quality of the output and the learning experience, providing valuable mentorship.

Recognition and reward systems, whether through publishing opportunities, prizes, or public acknowledgment, motivate participation and create a sense of achievement, making the process exciting and validating for young participants. Find out more about reward systems in the following chapter [↗](#)

The Book-Writing Workshop "The Art of the Book"

 **FOX Book Café
SOFIA, BULGARIA**



This initiative involved children aged 7 to 12 in a multi-month workshop where they learned to build stories, write, draw illustrations, and understand the entire book-creating process. Working with professionals, 15 children each created and published their own books, fostering creativity, skill development, and a deep understanding of literature. This hands-on approach successfully not only engaged the children but also built a community around the bookshop, as they continued to return and work on their projects.

Junges Literaturlabor (JULL), Zürich, Switzerland

In the "JULL" – "Young Literature Laboratory" in Zürich, young people, often as school classes, write their own novels under the guidance of professional authors. This initiative provides a structured, expert-led environment that fosters creative writing skills and empowers participants to become authors themselves, making literature a tangible and personal endeavour. [↗](#)



GAME ON

Interactive & Playful Approaches

Turning reading into a game takes playful approaches one step further by adding goal-oriented elements to the experience. Competitions, reward systems, and interactive challenges can be effective tools for motivating young readers, particularly those who might not engage with reading in more traditional formats. The following examples illustrate how bookshops and reading initiatives can implement a range of such strategies, from immersive reading adventures and book awards, to make reading feel exciting and rewarding.

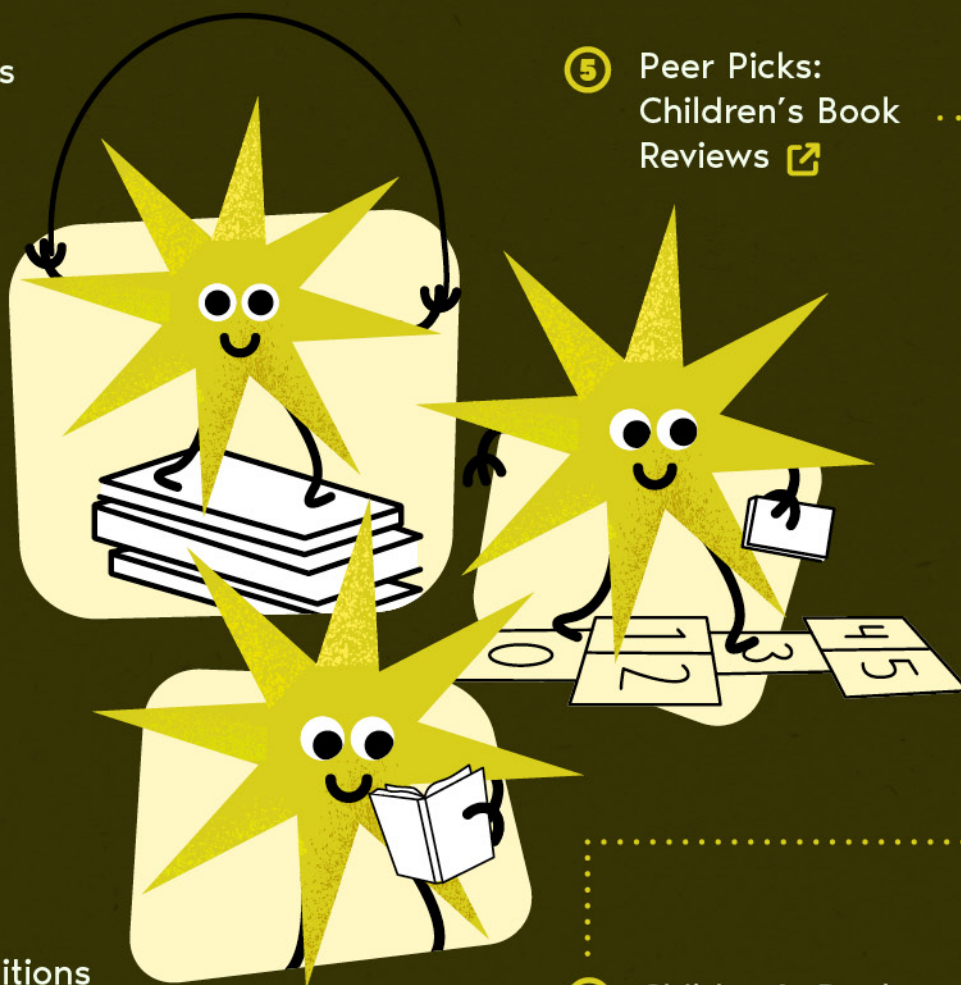
① Collecting Points & Rewards for Reading [↗](#)

② Reading Competitions: Win Prizes for Reading [↗](#)

③ Writing Competitions That Inspire [↗](#)

⑤ Peer Picks: Children's Book Reviews [↗](#)

④ Children's Book Awards – Jury of Young Readers [↗](#)





READING CONFIDENCE LEVEL

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Collecting Points & Rewards for Reading

BOYS

External factors like recognition or reward points can help spark engagement when intrinsic interest in books is initially low. Unlike competitions (see next practice example ) incentive systems, such as loyalty cards, reward points and badges allow everyone to participate and earn points for reading: at their own pace, independently, and without comparison to others.

Läsborgarmärket ("Reading Citizen Badge")

Akademibokhandeln
 SWEDEN

Sweden's large bookshop chain Akademibokhandeln launched the Läsborgarmärket ("Reading Citizen Badge") in 2011 as a free, tiered incentive scheme designed to encourage young children, particularly those just learning to read, to develop sustained reading habits. Children earn a white badge after reading five books, a red badge after ten, and a black badge after fifteen, with each milestone verified by a parent or teacher; the badges are collected in person at any Akademibokhandeln store, with no purchase required. Following strong demand from primary school teachers, the scheme was extended to schools, with free starter kits containing teaching materials, reading activities, and inspiration resources. In 2025, a total of 11,222 Reading Mentor badges were awarded, and over 1,600 teaching resources were ordered by dedicated teachers across the country. In total, the reading mentor badge reached more than 65,000 children.



“In Sweden, all kids that are swimming, can take sort of these small badges. So, if you swim 25m, you get a badge, if you can jump from the side of the pool, you get a badge, etc. And we were inspired by that since that's a huge motivation for kids when learning to swim. So, we said: If we can do something similar when it comes to reading, we believe that could be a good motivation.”

 Akademibokhandeln • SWEDEN

 See also Dorothy Amery Reader Award Programme, Bookbugs and Dragon Tale Store, UK (on page 74) 



READING CONFIDENCE LEVEL

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BOYS

Reading Competitions: Win Prizes for Reading

Reading competitions can offer a powerful way to motivate young audiences to read. By adding points, levels, and result-tables, you tap into a natural drive for challenge and achievement, turning reading into an experience rather than a chore. This tends to be especially effective with boys who might not otherwise reach for a book.

Paired with a simple routine such as reading daily over a set period, these formats have the potential to meaningfully boost reading volume and build skills like comprehension and reading speed. The social dimension is worth considering too: when classes or schools work toward a shared goal, it builds team spirit and a collective sense of achievement around reading.

What do you need? Things to keep in mind...

Rewards & Prizes: Tangible rewards such as **vouchers**, **trophies**, or the **chance to meet an author** provide strong incentives and create memorable moments, while **public recognition** through local media or school ceremonies offers a meaningful way to celebrate participants' efforts and reinforce a positive reading identity.



“Many children who might not otherwise come into the shop do so because they have a voucher to spend, and they look around and think, 'Oh, this is interesting' – and perhaps come back again for a birthday present. I think the vouchers often end up going to children who wouldn't normally read.”

 Chicken and Frog • NEW ZEALAND



To consider:

Vouchers encourage new visitors to come into a bookshop to spend them, potentially leading to future visits

Choosing the Books: Books can either be selected by the bookseller, teacher, or school, which can be helpful for participants who find it difficult to choose for themselves, or participants can be free to pick whatever genuinely interests them. Where possible, including diverse formats such as audiobooks or comics can open further possibilities for accessibility, especially for readers with lower reading confidence.

Accessibility: Where possible, the cost of books can be covered by the school or organising institution to ensure that all participants can take part regardless of their economic background.



Reading Competition

Librairie de Pincerals
 POISSY, FRANCE



In this bookshop, a notable initiative to foster reading among middle school students a reading challenge organized by the bookseller in direct collaboration with local middle schools. This program targets students aged twelve to fourteen, typically an eighth-grade class. The bookseller selects four specific books, which all students in the participating class are required to read over the course of the academic year. At the end of the year, the students vote for their favourite book, and the winning title receives prominent placement and promotion within the bookstore. A significant advantage of this model is that the books are financially covered by the school, ensuring accessibility for all students regardless of their economic background. This approach not only introduces students to potentially more contemporary literature than they might encounter in their standard curriculum but also provides an opportunity for the bookseller to engage with the students, discuss their work, and encourage them to visit the bookstore, thereby presenting a different, more engaging aspect of reading.

Norli Junior Reading Competition

 Norli
 NORWAY

Norli Junior is a highly successful digital reading competition organized by the Norwegian bookseller Norli, one of the biggest bookshop chains in Norway, engaging over 30,000 primary school pupils aged 6-12 annually. Pupils are motivated by progressing through various levels as they accumulate pages, and specialized leagues, such as a "language league" for reading in multiple languages and a "Super League" for more text-heavy books, cater to diverse reading interests and abilities. The competitive nature of Norli Junior, where classes compete against each other, is particularly attractive to boys. Teachers play a crucial role in registering classes and verifying reading, while the program's inclusivity of various formats like audiobooks and comics ensures broad participation, even for reluctant readers. The program culminates in significant public recognition, with winning classes receiving trophies and being invited to local Norli bookstores for prize ceremonies.



The National Reading Aloud Competition

 LATVIA



In Latvia's Reading Aloud Competition, participants, particularly in the 11+ and 12+ age groups, choose any book they like and present a three-minute passage aloud to their classmates, turning reading into a public performance that has proven especially effective at engaging boys. The competition progresses through class, school, and regional stages up to a national final at the National Library, where a judging panel, sometimes including booksellers, selects the winners. Champions receive recognition and gifts for themselves and their school, and the national champion even gets to serve as "children's director" of the National Library, opening events and further elevating reading's status. This combination of personal choice, public speaking, and meaningful recognition makes reading a celebrated, aspirational activity. 



READING CONFIDENCE LEVEL

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Writing Competitions That Inspire

Writing competitions can be effective strategies for engaging children and young people in literacy, often by making the creative process feel exciting and accessible. Structured challenges, where participants write short stories, chapters or even novels, can transform writing from a potentially daunting task into an exciting and rewarding one. Like reading competitions, the competitive element provides a strong external motivator.

Tips:



Encourage children to write about **topics that genuinely interest them**, or to contribute to a collective story, fostering a sense of ownership and creative freedom.



An initiative like this often benefits from collaboration with authors/editors and platforms for showcasing youth work.



Exclusive discussions with **renowned children's authors** can be a prize for the whole class.



A writing competition can be run by publishers, bookshops, schools, or NGOs or as a partnership between several of them.



You can **tailor the prizes** more to the format: think book publications, special editions or beautiful pens.

Writing Competition

Akademibokhandeln runs a notable writing competition as part of its "Vässa pennan" (Sharpen the Pen) initiative, specifically targeting young people aged 12 to 15. This competition, conducted in collaboration with a small book publisher called Novellix, focuses on novel writing. In its second year (2025), the competition received an impressive 3,000 novel submissions. A significant aspect of this initiative is that the four winners get their novels published, and these books are then sold in Akademibokhandeln's stores, providing a tangible and highly motivating reward for the young authors. [↗](#)

Akademibokhandeln



SWEDEN





READING CONFIDENCE LEVEL

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Children's Book Awards – Jury of Young Readers

Children's book prizes and awards led by children's juries work by shifting the evaluative power from adults to the target audience, using structured models of participation and peer-led discovery. The benefits of involving children in the judging process extend beyond simply choosing a winner.



66

Anything where you can put the young person in the driving seat. How you put a young person in charge, how you provide autonomy while scaffolding them, but let them lead, let them be at the front. Do not allow adults to muscle in.

 NGO • AUSTRALIA

Particularly impactful because:

It places young people as decision-makers and allows them to lead, thereby increasing their confidence and empowerment; exploring agency and choice.

It helps them develop critical thinking skills, articulate their preferences, and feel that their opinions matter.

These initiatives encourage positive role modelling around reading.

Apart from large-scale prize and selection processes, there are also examples of independent or smaller bookshop chains that involve young people in advisory roles.

The ARK Children's Book Prize (ARKs Barnebokpris)



NORWAY

This prize was established in 2002 by the ARK bookstore chain in Norway. It engages 10,000 pupils nationwide. A jury of ten children aged 9-12 selects five nominees from submitted titles, and then 10,000 pupils from hundred schools read and vote for the final winner. This model is unique because the winner is chosen entirely by children. [🔗](#)



"Biserche Vālshebno" ("Magic Little Pearl")

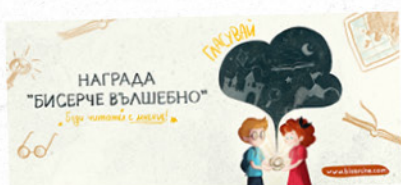


BULGARIA

This prize is Bulgaria's first national book award for children and teenagers aged 3-16, where the jury is the children themselves. Now in its 13th year, the initiative is built on a simple but powerful belief: there are no non-reading children, only children who haven't yet found their book.



Publishers nominate their best recent titles across five age-based fiction categories and one non-fiction category. A preliminary panel produces a shortlist, which children then vote on individually or collectively through schools and libraries. Every participating child receives a certificate recognising them as a member of the honorary jury. [🔗](#)





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Peer Picks: Children's Book Reviews

Peer recommendations carry more weight with children and teenagers than adult or institutional suggestions. A book ignored on display or assigned for school can become appealing once a classmate, or an older child they look up to, recommends it directly.



This works especially well for reluctant readers or those with low reading confidence, since it reframes reading as social and self-chosen rather than imposed.

Letting young people choose what they review and share gives them genuine ownership over the process, which is in itself motivating. Making their opinions visible to others builds confidence and deepens engagement.

Editorial projects

Peer reviews

Book promotion

Peer-led formats reposition reading as a social activity: books become conversation starters and shared references, which matters most for children without book access or guidance at home.

BOYS

Engaging boys can be harder, as reading isn't always seen as socially acceptable in some peer groups. Once included, however, boys who participate often become influential role models for peers.



Youth Advisory Panel

At Readings, an independent chain of seven bookshops in Australia, young people are not simply invited to participate in book culture - they are put in charge of it. The bookshop runs a Youth Advisory Panel that gives young people a role in shaping programming, and a book award in which young people serve as the judges. The underlying principle, developed over years of practice including at Australia's Centre for Youth Literature, is one of supported autonomy: providing the scaffolding young people need to lead, while ensuring adults step back and do not take over. This means creating spaces that genuinely belong to teenagers, where their voices and decisions are centred. The long-term impact of this approach is visible: participants in youth judging programmes have gone on to run literary festivals across Australia. Readings also supports smaller-scale initiatives with similar logic, including book voucher schemes that allow young people to choose freely from the shelves, and buddy programmes in which twelve-year-olds read to children aged five and six, building confidence and positive reading role models across age groups.

Readings
AUSTRALIA

Book recommendations

The Norli Junior Reading Competition allows pupils to register books they have read on the Norli Junior platform (see Reading Competitions), and a peer-review function lets children search for titles recommended by others who share their age, gender, and interests, such as "books rated by boys who are 12 years old about action and humour". This kind of personalised, peer-filtered discovery tends to produce far better matches than general recommendations from adults.

Norli Junior, Norli



NORWAY



Literary Journal of the Young

Fox Book Café in Bulgaria runs a youth literary newspaper written and edited entirely by young people aged 14 to 18. Participants write book reviews and literary critiques, work alongside professionals on editing, and have built their own independent editorial team, continuing the project under the name New Literature and Critics. The newspaper ran to six issues in its first year and is targeting twelve in its second, supported by workshops with established Bulgarian authors on poetry, short story writing, and critical writing. Schools have actively sought to participate, submitting students' work for inclusion – a clear sign of the project's reach. At its core, the initiative is a direct challenge to the perception that young people do not read, making their critical voices visible and demonstrating that teenagers are capable of producing accomplished literary criticism and creative writing.

Fox Book Café
BULGARIA



At one bookshop in Slovakia, children leave handwritten recommendations or hand-drawn illustrations after visiting or attending an event. A full display is then arranged around those contributions. When the children return with their parents, they find their own words and drawings on show: "Look what I did. And this is my book. And this is my picture." The personal investment that creates is hard to replicate through any other format.

In Romania, bookshops have gone further by training groups of children aged ten and up to present and promote books at public events. Participants read three to five titles, learn how to speak about them in front of an audience, and then do exactly that, at events complete with posters, invitations, and social media promotion. This approach positions young people as active participants in book culture rather than passive recipients of it.



Bridging Bookshops and **DIGITAL** SPACES

Digital tools have become an integral part of how booksellers and reading promoters connect with audiences, particularly young audiences. Used well, they extend the reach of reading initiatives, as well as bookshops far beyond its physical walls, keeping them present in the daily lives. By bridging digital and offline spaces, new ways are opening up to make reading feel relevant and exciting.

① Social Media & Digital Platforms: Meet Readers Where They Are

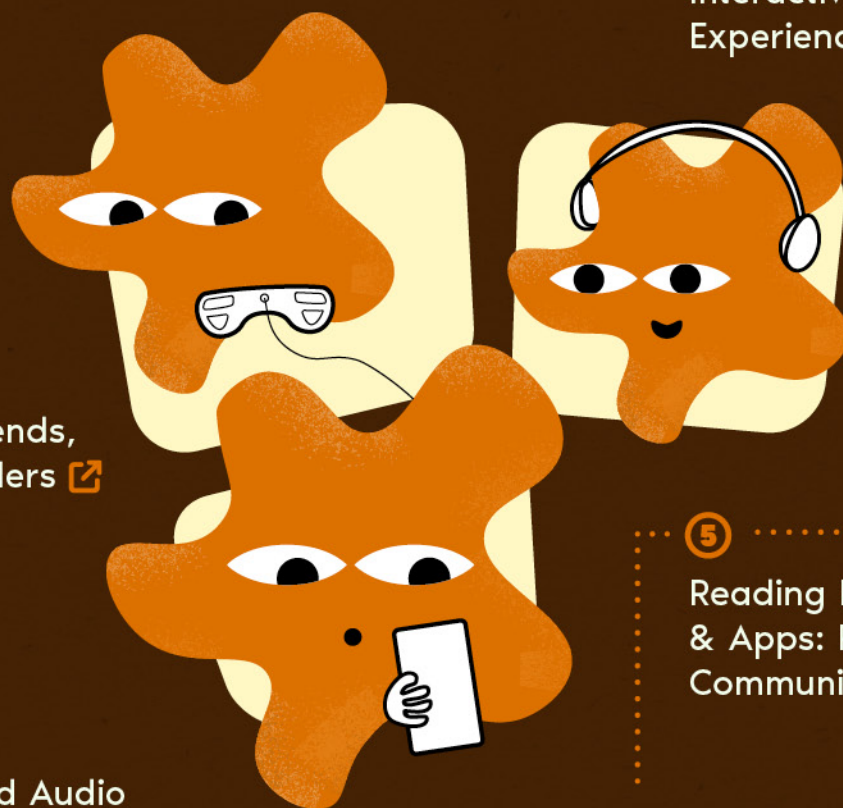
② BookTok: Following Trends, Finding Readers

③ Podcasts and Audio Content: New Ways into Reading

⑥ Gaming as a Gateway to Reading: Interactive Digital Experiences

⑤ Reading Platforms & Apps: Reading Communities Online

④ From Bookshop to Inbox: Reaching Parents through Digital Communication





READING CONFIDENCE LEVEL

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Social Media & Digital Platforms: Meet Readers Where They Are

Booksellers and reading organisations use a wide range of platforms to reach different audiences. Social media is particularly valued as a way of reaching children and young teenagers who spend a significant part of their lives online.

Social Media & Digital Platforms: From Instagram and TikTok to YouTube, Twitch, Snapchat, and private messaging apps – the digital landscape young people move through is broad and constantly shifting. Before deciding where to show up, it is worth finding out which platforms your target audience actually uses and where it feels appropriate to reach them.

Content Creation – get inspired:

- ☐ Campaign promotions
(e.g. reading initiatives & events)
- ☐ Highlight new titles, showcasing a book tied to a current event
- ☐ Polls & sticker Q&As
- ☐ Promote events, share news & competitions
- ☐ Memes
- ☐ Book reviews, sharing staff recommendations, “if you like this then you will like that”, rapid fire recommendations, seasonal favourites, etc.
- ☐ Interviews with authors
- ☐ Behind-the-scenes glimpses of bookshop life

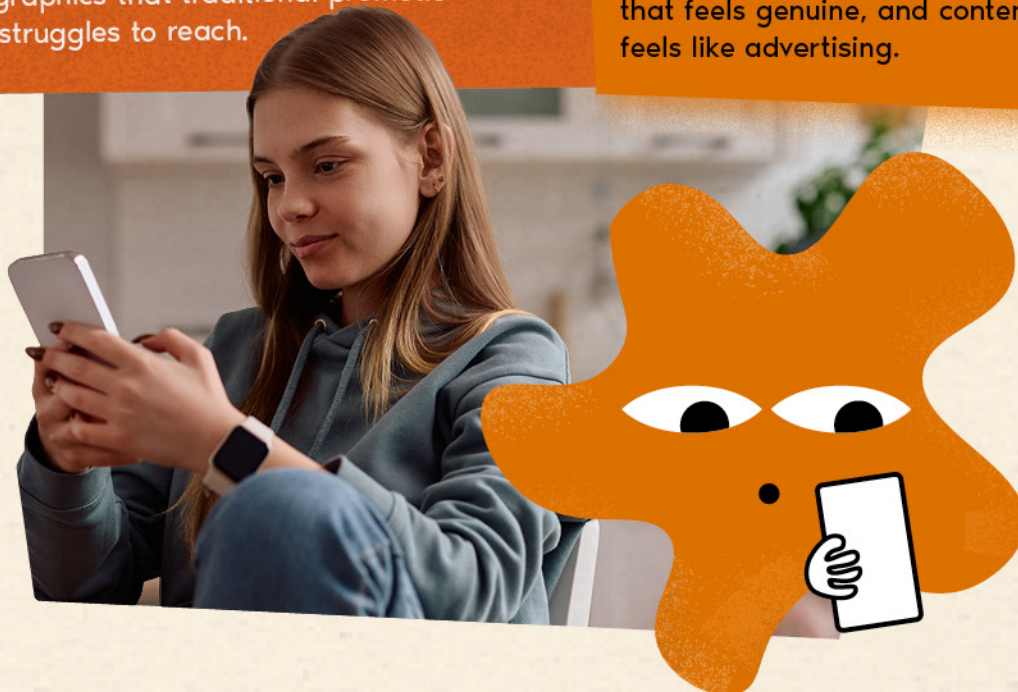


Some organisations have gone further, creating dedicated online magazines for young people with content written by young people themselves, turning social media from a broadcast channel into a space for genuine youth participation (see *Peer Picks* on page 40 )

Why it matters: Platforms like TikTok and Instagram have given rise to communities such as BookTok and Bookstagram, where young people share enthusiastic, often deeply personal, responses to books in ways that are largely self-directed. These communities have the power to drive significant footfall into bookshops, and create genuine enthusiasm for reading among demographics that traditional promotion often struggles to reach.

**Tip:**

For booksellers in particular, **authenticity** is the key ingredient of an effective online presence. Followers can tell the difference between content that feels genuine, and content that feels like advertising.



Simple, relatable posts, all help keep the bookshop front of mind between in-person visits and build a sense of community among customers. A loyal, engaged following, even if a modest one, tends to translate into strong real-world engagement.

66

You need to have time to talk between 1 and 2 minutes about a really good book. And you film yourself in the bookshop and you just put it there [on the platform] because it will reach them.

99

BOOKSELLER



READING CONFIDENCE LEVEL

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BookTok: Following Trends, Finding Readers

BookTok works as an umbrella term for online spaces on social media platforms dedicated to discourse around reading and books.



BookTok

Is where people share recommendations, reviews, inspirational content, fan art, reaction videos, and similar content.

Offers new avenues to engage with younger (potential) readers where they are at and potentially draw new target groups in.

Has played a major role in what genres and titles are currently trend-defining.

Is especially by and aimed at girls and women, but not exclusively.

Is something that currently significantly shapes the world of books and that holds both potential and challenges that users have to navigate, online and offline.



How do different booksellers and initiatives engage with BookTok?

Whether offline or online, it is worth following trends on BookTok to better understand what young audiences might be reading. This can help to know what to stock and how to connect to younger target groups.

Offline:

“BookTok Table”

One of the easiest ways to engage with BookTok offline is to know what is currently trending and have a “BookTok Table” that highlights trending bestsellers. It is also an ideal way of translating the format of “if you liked this... then you will also like that” that many influencers use for their recommendations into the physical space by adding personal recommendations for lesser known books here.

- **Invite regional BookTokers & Book Influencers** to your local shop for an event or a special curation.
- **Visually engage with BookTok:** that can be by using specific terms or language from online spaces in your store, display posters of trending books, or follow the oftentimes vibes-based logic of online spaces through specific decorations.

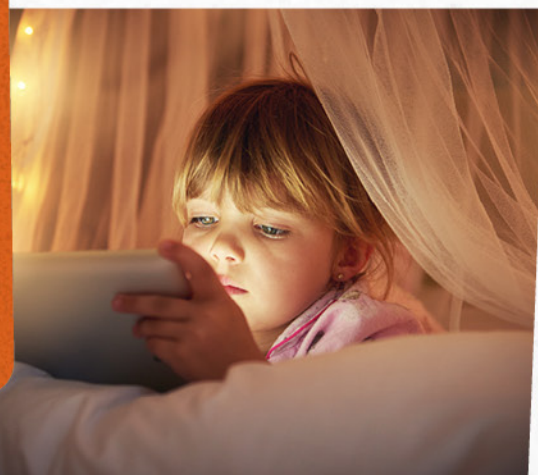




- **Merchandise around books:** there are a lot of BookTok trends that are not directly related to books, but rather reading aesthetic. This can be content-related stickers for e-readers, phones etc., iron-on patches for clothing that signal belonging to a reading community, or things that relate to designing reading spaces and comfort in reading.
- **Genre-based book clubs or themed events** are another way to bring BookTok into your physical space. One simple interpretation of BookTok is that young people crave community around reading – something that bookstores can provide in person.

Online

Creating your own content for BookTok: time and resources are one of the main challenges when it comes to creating your own content. However, many trends allow for very short and easy ways to create content without having to have extensive editing or videography skills. Sharing your recommendations this way can help to raise your profile and drive people to the store (see *Content Creation*). 



Challenges and considerations

Digital engagement comes with real challenges that are worth acknowledging honestly.

- Creating high-quality content for platforms is time-consuming and requires skills that not every bookseller or small organisation has readily available.
- Digital reading competitions and platforms often require significant promotional efforts before they gain traction.
- National bans on the use of social media for children under 14 hinder the possibility to reach young people on social media.
- There is an inherent tension in using platforms that compete for the same attention you are trying to redirect towards reading.
- Broader tension: while social media can spark enthusiasm for books and drive people into bookshops, it is not always clear whether that enthusiasm translates into sustained reading. BookTok has been credited with bringing young people into bookshops in significant numbers, while also raising questions about whether the books they buy are actually read.

You know your context best. All of these are reasons to approach digital engagement thoughtfully, with clear goals and realistic expectations.



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BOYS

Podcasts and Audio Content: New Ways into Reading

There is increased popularity of additional formats that engage with books and reading in a wider sense. Podcasts or audio content can, similarly to and in extension of BookTok, be a great way to reach audiences who don't necessarily come into a bookshop by offering other points of first contact. **Podcasts are also very popular with boys**, making them a great bridge to reading.



MPN



Mahogany Books
WASHINGTON, USA

Mahogany Books has created their own podcasting network, the Mahogany Books Podcast Network, where they produce a range of different formats, highlighting the potential to reach different target audiences. (Previous) Shows include (as detailed on their website): Black Books Matter – the Podcast; Real Ballers Read (merging sport and reading); Front Row; or Black & Published, to name some of their formats. “MPN is a network of Black-led podcasts exploring the full spectrum of Black storytelling – literature and scholarship, spoken word and cultural enterprise, and the ideas shaping the past, present, and future of the African diaspora.”



FOX Book Café



SOFIA, BULGARIA

FOX Book Café in Bulgaria offers a wide range of different practices to engage young people around books and reading, one of them is podcasting. In one instance, they collaborated in a project with young people from which they have created their own podcast that is hosted by young people and which features reviews, discussions, poetry, etc. They also host their own podcast for younger children with storytelling formats, with “a very good download rate. We have 133 countries in which the podcast is listened to. So for us, it’s a huge success” (FOX Book Café, Bulgaria). Here, they also point out the added benefit of having audio content in national languages, which makes it attractive to listeners in the diaspora.





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From Bookshop to Inbox: Reaching Parents through Digital Communication

Newsletters and digital communication are important tools for reaching parents, particularly concerning children's reading and related activities.

Engaging parents through digital communication, specifically newsletters and social media, is a strategic way to reach parents and, by extension, children in reading activities.

Booksellers who distribute newsletters

- Highlight the importance of structuring newsletters by age groups.
- Include targeted recommendation on new books.
- Add educational news regarding reading for different age groups.
- Aim to provide parents with valuable information about what children should read.
- Additionally, newsletters and digital communication targeted at parents efficiently promotes activities such as summer programmes, events and workshops.

“The reading sessions (...) as soon as our newsletter goes out in early March, they're booked up in no time.”

BOOKSELLER

(see 'Reading in the Window' on page 71. [↗](#))





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Reading Platforms & Apps: Reading Communities Online

Reading platforms and tools serve multiple purposes, from marketing and community building to educational initiatives and even facilitating book exchanges.

Social reading platforms and their online communities (e.g. StoryGraph, Goodreads, Bookly, Literal) where readers can track books, build virtual shelves and share recommendations with others.

Facilitate access to books: signposting customers to audiobook and e-reader platforms such as like Libro.fm or bookshop.org, which also offer affiliate programs to benefit booksellers.

“

Something I find really appealing are the apps that let you collect books and arrange them on a virtual shelf. They also tend to have social features. You can connect with friends, share what you're reading, and browse each other's bookshelves.

”

**To consider:**

Data management and Privacy - Platforms that collect children's reviews and ratings, while beneficial for recommendations, face challenges related to data privacy.



Beyond well-known and controversial commercial platforms, some booksellers and reading initiatives have developed their own digital platforms to address the need for independent platforms or apps to create safe and curated environments for children that also provide sharing and community-building functions.



Hebban in de Klas

A Dutch Classroom Reading Community



Hebban.nl (Heaven) is the largest Dutch-language readers' community, and since 2021 has been part of CPNB, the Dutch foundation for collective book promotion. The platform allows users to log books they are reading or want to read, access hundreds of thousands of reader reviews, and organise personal reading challenges. CPNB, the Dutch organization of booksellers and publishers that promotes reading and Dutch literature, has developed a dedicated school programme, Hebban in de Klas, which integrates the platform into secondary school classrooms: teachers create virtual classroom spaces where students aged 12–15 can maintain a digital bookshelf, enabling teachers to monitor reading habits, offer tailored recommendations, and track how many books each pupil has read. Covering every book published in the Netherlands, the platform is comprehensive, visually attractive, and user-friendly, qualities that have made it particularly popular with teachers. Now in its third year, the programme receives modest government funding in recognition of its contribution to improving young people's reading skills, and teacher enthusiasm remains strong. [↗](#)



“Especially the teachers are very keen on using it, because it's very visual, it's user friendly and it's visually very attractive.”

CPNB, NETHERLANDS

Biblioteca App



Libreria Rinascente



The Libreria Rinascente bookstore in Ascoli Piceno, Italy has developed an app called “biblioteca” through their established in-house software development programme. This app gives customers the opportunity to organise their library, e.g. lending and borrowing books with other customers, or selling second-hand books. [↗](#)



READING CONFIDENCE LEVEL

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Gaming as a Gateway to Reading: Interactive Digital Experiences

BOYS

Children largely associate reading as a classroom activity rather than a leisure pursuit. Outside of school, children want to escape into other avenues that offer immediate engagement and relaxation like video games. Due to the rapid increase of the gaming industry, this shift has only intensified, positioning reading and play as competing demands.

Some booksellers and reading initiatives have pushed even further into young people's digital world. Rather than treating video games and reading as mutually exclusive, however, they have begun exploring how the two might complement one another, drawing on the engaging mechanics of games to reframe leisure reading as an equally rewarding and enjoyable activity. By presenting books within familiar and enjoyable digital contexts, they make reading more approachable.



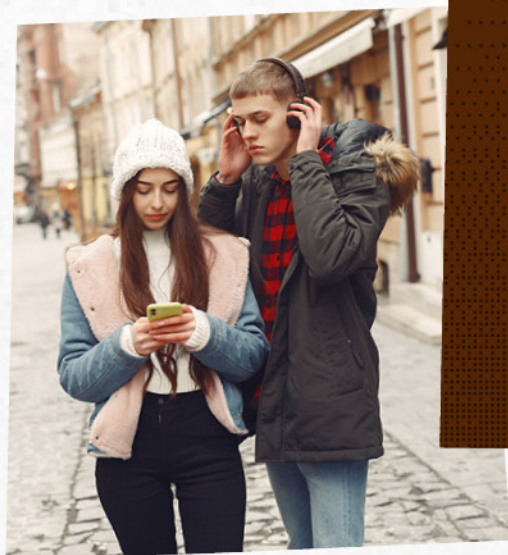
Minecraft & Assassin's Creed

CPNB, the Dutch foundation for collective book promotion, integrated books directly into popular video games, including Minecraft and Assassin's Creed, capturing the attention of young readers in the environments where they already spend their time. In partnership with Minecraft, CPNB included a quest in the popular game where the goal was to find a special hidden book. [↗](#)

 CPNB
NETHERLANDS

Additionally, CPNB worked with Assassin's Creed developer Ubisoft, started Readification with a goal to stimulate reading enjoyment among young gamers aged 15 and over. In particular, acclaimed authors were asked to write "Hidden Stories" which tied in with the storyline of the game. To further make reading accessible, stories were enriched with audio and graphics supported by Ubisoft. [↗](#)





Audio Walks

LATVIA



Latvian publisher Alise Nigale, Liels un Mazs combined reading and cityscape where children need to find illustration stickers in the city, and scan QR codes where they can listen to actors reading a chapter of the book, effectively linking an outdoor activity to reading. The activity, open to titles for both younger and older children, is intended as a family activity. In addition, while the walk can be an adventure around a city, this activity can be adapted to school settings where stickers are placed around the protected facilities. In turn, readers are encouraged to stay active in completing the book through physical exploration.



Science Fiction

Science Fiction-Bokhandeln / The Science Fiction Bookstore

SWEDEN



SF-Bokhandeln runs four physical stores, in Stockholm, Göteborg, Malmö and Linköping, alongside a webstore, and specialises in science fiction, fantasy, horror, comics and games. The chain builds reading promotion around gaming and fan culture rather than treating it as a separate activity. Stores host regular events such as role-playing games and board game sessions and author signings, and the team takes this approach beyond its own shops by participating in conventions and fairs including Comic Con, GothCon, LinCon and NärCon, the latter aimed at younger audiences. Partnerships with Mojang Studios have brought Minecraft-themed events to stores, drawing in young people through a franchise they already love. By connecting gaming and interactive activities to both fiction and non-fiction titles, SF-Bokhandeln turns existing enthusiasm into a reason to read. Social media activity, including polls, memes and competitions, extends this community feeling online, giving younger customers a sense of belonging that keeps them coming back to the stores.

LEARNING TOGETHER

Skills, Trainings and Mentoring

Reading promotion is a craft that develops through practice, peer exchange, and a willingness to learn. This chapter brings together insights from booksellers across Europe on how to build your team's confidence and skills in engaging young readers, from mentoring approaches and staff training to the unexpected lessons that come from listening to young people themselves.

The world of children's reading promotion is constantly evolving – new platforms, new formats, new audiences, and new expectations. This chapter explores different formats for growing and learning together – from mentoring and internal skill-sharing to learning directly from children and young people. Whether you are looking to deepen your knowledge of a specific topic, or simply find out what other booksellers and organisations are doing, you will find ideas here to take forward.

①

Behind the Scenes:
Volunteering and
Internships [↗](#)

②

Book Scholarships:
Access, Reviews and
Young Voices [↗](#)

③

Offering Trainings
for Educators and
Multipliers [↗](#)





READING CONFIDENCE LEVEL

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Behind the Scenes: Volunteering and Internships

Volunteer and Internship Programs invite children and teenagers into the heart of a real bookshop. Participants get a genuine taste of the bookseller's world: hand-selling favourite reads, organising displays, and helping young customers find their next great book. With dedicated reading time built into every session, there's always space to explore, get lost in a story, and come back inspired. More than just work experience, volunteering and internships are a doorway into the literary world.

Heidelberger Literaturscouts

 HEIDELBERGER, GERMANY

The Heidelberger Literaturscouts, a programme of UNESCO City of Literature Heidelberg, invites young people aged 13 to 21 to step behind the scenes of the literary world and become active participants in it. Free of charge and open year-round, the programme shows what meaningful youth engagement in literature can look like in practice. Participants discover how the book industry works, meet authors, translators, and publishers in person, and take on real responsibilities: moderating at literary events, conducting interviews, writing book reviews, and managing a public Instagram channel. Monthly meetings create a regular, community-driven rhythm, while excursions to publishers and author encounters bring the wider literary ecosystem to life. 



“ We get to look behind the scenes of the literary world, get opportunities to moderate events, visit a publisher, or meet authors. But it also includes reading promotion and writing promotion. We currently have a writing competition running for Heidelberg, where people under 18 can submit work. And we run writing workshops too. So it's really wide-ranging. ”

Summer internship

 La doua bufnite
TIMISOARA, ROMANIA

One approach that has proven particularly effective is inviting young people to volunteer or intern in a bookshop during school holidays.

Participants, ranging from children as young as nine to teenagers, with appropriate parental consent and formal Agreements, take on real tasks such as shelving and organising books, handling paperwork, and operating the cash register, with younger children working shorter shifts. Every participant has a 'mandatory' hour of reading built into their daily schedule. The programme concludes with a written book recommendation of 150–200 words, displayed in the shop under the participant's name or, for outstanding pieces, submitted to a local cultural publication.





READING CONFIDENCE LEVEL

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Book Scholarships: Access, Reviews and Young Voices

Book Scholarship Programmes reframe the bookshop as an active agent of educational equity, combining resource provision with meaningful literary engagement, and giving young voices a legitimate public platform from an early age.

Book Scholarship

Knihkupectvo Na korze



HUMENNE, SLOVAKIA

This small bookshop has developed Book Scholarship Programmes that offer selected young readers (typically aged 7–15) a set of free books over a defined period, for example, ten books across ten months. In return, participants read each title and submit a structured review, which is then published on the bookshop's platform or communications channels. The programme serves a dual purpose: it removes financial barriers to book access, while simultaneously building critical thinking and public expression skills in children and teenagers. By committing to write and share their opinions, young participants learn not just to read, but to reflect, evaluate, and articulate their views with an audience in mind. This initiative not only provides access to books but also teaches children how to formulate critical opinions and express their thoughts publicly, removing financial barriers to reading.



Scholastic's Diversity and Inclusion Bookseller Scholarship, USA

The US-publisher Scholastic, specialised in educational books and resources, hosts a scholarship that is designed to uplift marginalised booksellers and bookstores by providing access to the American Booksellers Association (ABA) Children's Institute, a key professional development event for the bookselling community. The scholarship targets bookselling professionals from underrepresented communities, specifically those who identify as BIPOC and/or LGBTQIA+, and covers conference registration, hotel accommodation, and travel expenses. Two scholarship recipients are selected per year. 



Offering Trainings for Educators and Multipliers

An effective strategy in reading promotion is to equip the educators, teachers, librarians and daycare staff who see them every day.

Training multipliers is both efficient and durable. A single well-designed webinar or curriculum module can influence the practice of dozens of educators, each of whom will in turn shape the reading experiences of hundreds of children over the course of their career. When this kind of capacity-building is combined with certification schemes, quality standards, and embedded professional training it creates systemic change rather than isolated impact. Such trainings include webinars, seminars, and also more structured integration in the formation of pedagogues and teachers.

Gütesiegel Buchkita ("Book Daycare Quality Seal"), Germany

This initiative is run jointly by the Börsenverein des Deutschen Buchhandels (German Publishers and Booksellers Association) and the Deutsche Bibliotheksverband (German Library Association), in partnership with bookshops and libraries nationwide, and supported by a foundation and a number of publishers. The quality seal is awarded to daycare centres (kitas, in German) that are especially active in the area of early childhood reading promotion and the development of children's reading and language skills. Rather than simply certifying what already exists, the programme actively supports institutions on their journey: in a Buchkita, early childhood experiences centred on book, storytelling, rhyme, and written culture take a central place, they form a core part of the pedagogical concept. Access to books and stories is taken for granted: backpack libraries, book crates with current children's titles, reading mentors, and regular read-aloud sessions for all children are part of everyday life. Practical training materials and further education opportunities are made available to support educators in implementing these standards. Crucially, a Buchkita makes an important contribution to equal opportunities, ensuring that children from all backgrounds benefit from early encounters with books and language, regardless of their home environment. 



Reading Animation Programme, SIKJM, Switzerland

The Swiss Institute for Children's and Youth Media (SIKJM) supports the Leseanimator:in programme, a two-year professional qualification in early literacy promotion that trains specialists to work directly within the institutions where the youngest children spend their time.

Graduates of the programme acquire a range of competencies in early literacy promotion and are equipped to support staff in early childhood institutions, so that children in both family and non-family settings can have early literary experiences. To this end, they conduct team training sessions and model activities with children aged 0 to 6 and their parents. The settings they work in span the full ecosystem of early childhood: daycare centres, libraries, play groups, and family centres.

The programme's reach is deliberately multiplied. Trained specialists go on to work both directly with families and children, and to upskill other professionals in turn.



“

Very young children depend on being surrounded by adults who know a great deal about literacy promotion, because they are too small to seek it out themselves. That is what this is about. We want to give as many children as possible access to language in the most fundamental sense: spoken language, stories, and the written word, so that when the moment comes in school to learn to read, which is famously exhausting, they already know it is worth it. 

SIKJM

”



Creating Impact TOGETHER: COLLABORATION

Bookshops actively engage with their communities through various initiatives and partnerships. This includes collaborations with public libraries, schools, and kindergartens, organizing events like reading parties, creative writing workshops, and book presentations. Some bookshops host community organizations, game nights, or even offer their space for study and work. Outreach efforts extend to visiting schools, especially in lower socioeconomic areas, to promote reading and invite students to the bookshop, sometimes even providing free books to those who cannot afford them. The focus is on building connections and fostering a reading community, rather than solely on sales.

① Collaborating with Schools [↗](#)

② Providing Books for School Libraries [↗](#)

③ Different places, shared goals: Collaborating with Libraries [↗](#)

④ Books on the Move: Mobile Library [↗](#)

⑥ Books Where You Least Expect Them: Partnerships with Local Actors [↗](#)



⑤ Beyond the Book World: Building New Partnerships [↗](#)



READING CONFIDENCE LEVEL

BEGINNING GROWING CONFIDENT

Collaborating with Schools

Collaborations between booksellers, publishers, and schools take many forms, from class visits to bookshops and author events in classrooms, to book fairs, reading challenges, and curated library collections.

At their best, these partnerships bring books and reading to life for young people, offering direct encounters with authors and booksellers that no curriculum alone can replicate. They also support teachers practically, through reading materials, study guides, and recommendations that help integrate reading for pleasure into busy school schedules.

The most important thing is that every child has a book in their school bag all the time. If you finish your maths homework early, you're allowed to read your book for fun. You know, you don't have to ask at lunchtime to go into the library. Every class gets brought there once a week, whether they like it or not. You know, it's just built into the fabric of the school day and everybody does it. There's no comment on like, oh, it's for the bookie kids. You know, everyone does it. You have to build it in a way that's non-negotiable. Maybe the principal is reading a poem every week over the intercom, just having it as part of your school day as normal.

NGO, IRELAND

Storytime Sessions in and Around the Bookshop

Faz de Conto



COIMBRA, PORTUGAL



The bookstore Faz de Conto in Coimbra, Portugal runs a flexible and creative storytime programme that brings schools and her bookshop together in both directions: Sofia the bookseller visits schools, and classes come to the store. As a storyteller herself, the bookseller leads the sessions personally but has also built a small network of trusted practitioners she can call on when needed, taking a 30% coordination fee to cover booking and administration.

Her bookshop is just 35m², so larger groups are welcomed in the car-free space in front of the shop or in a small woodland area behind it, a charming solution that turns a logistical constraint into an atmospheric feature. Pricing is kept deliberately accessible and adaptable: typically around €2–3 per child, with flexibility depending on the relationship with the teacher, who funds the session, and whether a book purchase is offered as an alternative. Long-standing partner teachers sometimes attend for free; sessions funded by a city council allow for a slightly higher fee. This sliding-scale approach ensures that financial barriers do not prevent schools from participating, while still making the programme sustainable for the bookseller. The result is a strong, ongoing relationship with local schools - one built on trust, familiarity, and repeated contact rather than one-off visits.



Krajina čitateľov (Land of Readers)



 **MARTINUS, SLOVAKIA**



"Krajina čitateľov," or "Land of Readers," is a project initiated and funded by the bookseller Martinus in Slovakia, designed to foster a love for reading among children, particularly given the low book ownership in many Slovakian households. The initiative is built on two core principles: the necessity of adult role models who read and guide children in book selection, and the importance of making books easily accessible. To achieve this, the project collaborates closely with schools and teachers, supplying classrooms with curated book collections that children can read and discuss during their breaks. Beyond providing books, "Krajina čitateľov" focuses on transforming the pedagogical approach to reading. It offers teachers a methodology that counters traditional, often rigid, views on reading, such as emphasizing speed or moral instruction, by instead promoting the sheer joy of reading. A key component of this is the introduction of 15-minute silent reading sessions at the start of lessons, where children are free to choose any book they desire. This approach aims to cultivate a positive emotional connection with reading, ensuring that children perceive it as an enjoyable and self-directed activity rather than a chore or a performance.

School visits to the Bookshop

 **Kibworth Books
BEAUCHAMP, UK**



Kibworth Books facilitates school visits to their bookshop as part of their broader efforts to promote reading. These visits are often supported by funding that allows schools to purchase new books for their libraries or are organized as reward trips for students. The primary goal is to provide children with the "joy of like browsing the shelves and choosing a book and taking things home". In connection with a specific project, Kibworth Books partnered with National Book Tokens and the charity Read for Good to engage children from secondary schools, particularly those who might not come from reading families or show less interest in reading. During these visits, students were given a £10 book token to select a book from the bookshop. A key aspect of this project was to remove any pressure associated with reading. The booksellers focused on creating a "joyous" and welcoming environment where children were encouraged to explore books based on their own interests, even if it meant choosing books with less text, such as a "pocketbook about cars" for someone fascinated by racing. The aim was to allow children to "talk, let them laugh, let them have fun. Let them pick up the books. Let them browse. Let them have opinions". This approach was designed to make reading feel pleasurable and accessible, rather than a serious obligation.





READING CONFIDENCE LEVEL

BEGINNING GROWING CONFIDENT

Providing Books for School Libraries

Booksellers and organisations contribute to school libraries in a variety of creative and flexible ways, going well beyond simple sales.

Common approaches include offering standard discounts on direct purchases, running credit schemes where schools earn library funds through parent book sales or school book fairs, and donating books or entire library collections to schools in rural or underserved areas. In some initiatives, students themselves are involved in selecting titles, a practice that fosters ownership and genuine engagement with the library space. Last but not least, school librarians are significant clients.



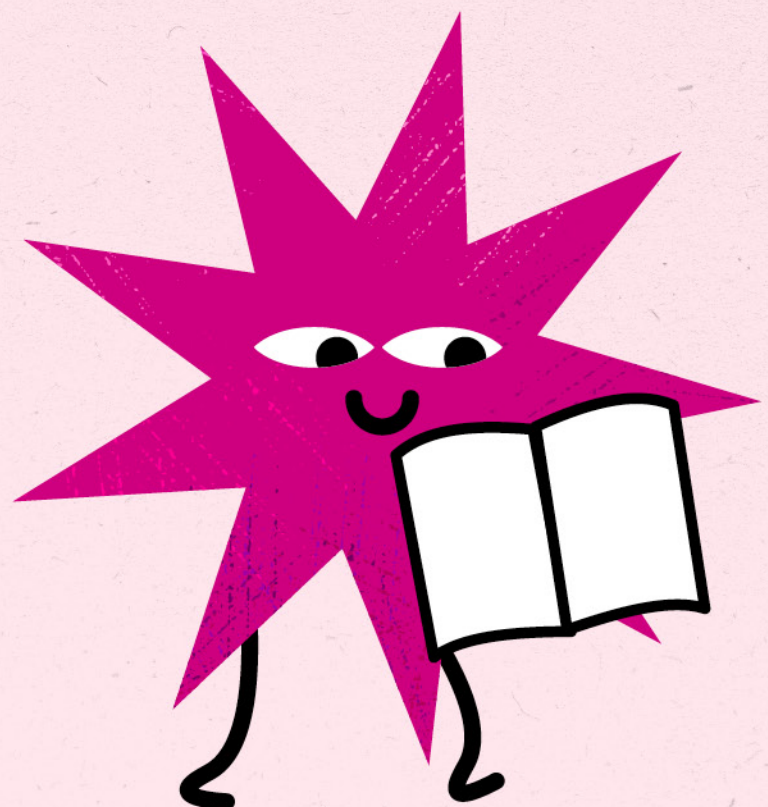
We do a lot of business with school libraries. Between 15 and 20% of our total sales is with schools and specifically. And when I say schools, it's mainly the school librarians, primary and intermediate school librarians.

BOOKSELLER, NEW ZEALAND

What distinguishes the most effective collaborations is the bookseller's role as a curator and adviser. Rather than simply supplying whatever is ordered, some booksellers actively recommend new releases, diverse titles, and age-appropriate selections, filling a real gap, as teachers often lack the time to keep up with new publications.

Some programmes go further, training students to act as in-school librarians, cataloguing books and managing the library space as a form of vocational learning.

Government and city council funding has proven important in making these programmes viable, particularly where school budgets are tight. In countries with fixed book prices, finding workable models that support schools financially without breaching pricing regulations requires creativity and dialogue between all parties.





Challenges remain

Logistics, budget constraints, and, in parts of the United States, book banning efforts that limit what schools can stock. But the underlying principle is clear: having diverse, current, and engaging books physically present and easily accessible in schools is one of the most direct ways to encourage reading, and booksellers are uniquely placed to make that happen.

Curated Book Fairs with a Community Twist

Book@Stones, Stones Corner
 QUEENSLAND, AUSTRALIA



Books@Stones bookseller runs a four-day book fair at a local Catholic primary school, held during the school's annual Grandparents' Day. This is a clever pairing that draws in the wider community and maximises footfall. The model is thoughtfully designed: teachers pre-select books they would like for their classrooms or the school library, which are then displayed and purchased by visiting parents, grandparents, and community members as donations. This ensures the school receives exactly the books it wants, rather than generic donations, while giving the community a meaningful and tangible way to contribute.

A personal touch is added by also displaying books that teachers themselves would like to receive as gifts from students, thus broadening the fair beyond children's titles to include a carefully chosen range of adult books appropriate to the school setting.

The result is a book fair that serves multiple purposes at once: stocking the school library with curated titles, supporting classroom reading, strengthening community ties, and giving the bookshop sustained visibility over several days. 



Different places, shared goals: Collaborating with Libraries

Libraries emerge as among the most important partners for booksellers and reading promotion organisations, valued not only for their reach but for their role as trusted, non-commercial community institutions.

Where bookshops may struggle to connect with certain audiences, libraries often fill the gap, offering free access to books and programmes for children from diverse backgrounds, non-readers, and families without books at home. Their ability to reach social worker groups, children with migrant backgrounds, and other underserved communities makes them indispensable partners in any broad reading promotion strategy.

Joint events are the most common form of collaboration: reading weeks, literary festivals, author visits, book clubs, and reading competitions bring libraries and booksellers together around shared goals. In France, for instance, libraries host departmental reading competition selections where booksellers serve as jury members; in Germany, a bookshop and city library co-organised a “Gruffalo Party” and a campaign to save a local book bus; in Australia, a junior book club was launched as a joint initiative between a bookstore and its local library.

Curated recommendations for specific programmes, such as summer reading clubs, represent another area of fruitful exchange. At a strategic level, national organisations such as the Finnish Reading Centre and New Zealand’s National Library actively involve booksellers and librarians in coordinated reading promotion efforts.

Local cooperation – Gruffalo Party and “Save the Book Bus”, Germany

Tanja Eger of Eulennest bookshop describes a close and ongoing partnership with her local city library, aiming for one to two joint events per year. Three examples stand out.

Following the bookshop’s relocation, they co-organised a Gruffalo Party, developed around a concept supported by German publisher Beltz Verlag, who provided costumes and materials. Beyond being a fun event for children, it served an important community purpose: reassuring families that the bookshop was still very much alive and active in its new location.

The second initiative arose when the city library’s book bus came under threat of closure after several municipalities withdrew their funding. The bookshop joined a “Save the Book Bus” campaign, centred around the picture book “Moose’s Book Bus”² whose story mirrored the situation perfectly. The campaign demonstrated how a well-chosen book can anchor a real community cause, and how bookshops and libraries can act together in defence of shared local resources.

This example illustrates how bookshop–library collaborations can go beyond routine programming to respond creatively to community moments, whether celebrating a new beginning or rallying to protect a beloved local service. 



² Moore, Inga (2021): Moose’s Book Bus. Walker Books Ltd.



READING CONFIDENCE LEVEL

BEGINNING GROWING CONFIDENT

Books on the Move: Mobile Library

Mobile Libraries are bringing books (and sometimes people) to children, instead of expecting children to come to books. The core idea behind mobile libraries, that if people don't come to books, books must go to them, can inspire booksellers who actively seek ways to reach children outside their physical stores.

Mobile library services operate by bringing books and sometimes literary activities directly to communities, particularly in areas where access to traditional bookstores or libraries is limited. They function as mobile extensions of library systems or sometimes as independent projects by associations, extending the reach of books beyond traditional venues.

These initiatives aim to foster reading engagement by making books more accessible and by creating playful, interactive experiences around literature. While generally serving children, these initiatives can be particularly impactful for communities with limited resources, ensuring broader access to literature.

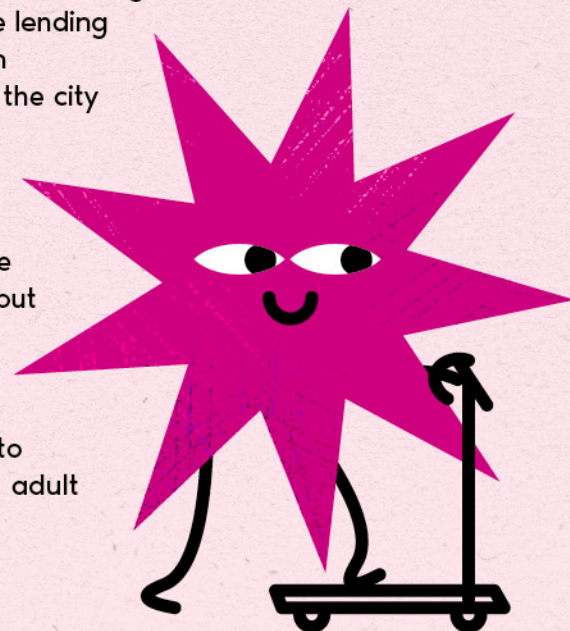
Children choose their own books, which they keep before returning them and selecting new ones. These mobile units often operate on a regular schedule, returning to the same communities periodically (e.g., monthly) to exchange books and engage with children. This consistent presence helps build anticipation and community involvement. Children are typically brought out to the mobile library, where they can choose their own books. This emphasizes personal choice rather than guided selection by teachers.

Mobile libraries are sometimes not just about lending books; they can host various activities and workshops. The "BookTruck" initiative, for instance, brings people who conduct workshops and activities directly to the children.

How They Work

Mobile libraries typically operate from a converted bus, van, or wagon stocked with a rotating selection of books. The model is straightforward: the vehicle follows a regular route, visiting communities on a fixed schedule, usually monthly, and residents borrow books for the period between visits. Romania's BookTruck, for example, uses a converted mini-wagon that travels to a different village each day, functioning as a mobile lending service for communities without access to a bookshop or library. In Germany, Heidelberg's Bücherbus operates as a mobile branch of the city library, driving through different parts of the city so that residents across the urban area can borrow books close to home.

One particularly effective application is the rural school visit. In Ireland, a mobile library calls to rural schools monthly, and the approach is deliberately hands-off: all the children are brought out to the vehicle and each one picks whatever they like, without teacher guidance. A bookseller who described the initiative noted its impact on her own reluctant reader son, who chose Percy Jackson unprompted, read the entire series, and went on to discover other books from there. The freedom to choose without adult direction, she observed, was precisely the point.



How Booksellers Can Get Involved

Mobile libraries and bookshops share a fundamental goal, and there are several natural points of collaboration. Bookshops can serve as collection points for donated children's books, helping to keep mobile library stock replenished and involving the wider community in the effort. Booksellers can also contribute expertise in book selection, support fundraising, or connect mobile library operators with authors and illustrators for events. Joint programming is another option: co-hosted activities increase visibility for both parties and strengthen the broader ecosystem of reading promotion in a region.

Bookstory x BookTruck

Bookstory

 CLUJ-NAPOCA, ROMANIA



Bookstory has built a lasting partnership with BookTruck, a volunteer-run association that brings books to children in villages where neither libraries nor bookshops exist. BookTruck operates a converted mini-wagon fitted with shelves, visiting a different village each day on a monthly cycle. Children borrow books, return them on the next visit, and choose new ones, and over time the initiative has grown to three vehicles, adding workshops and activities alongside the book lending.

Bookstory contributes in two main ways. The shop collects donated children's books that families have outgrown and passes them on to BookTruck. Each month, the two organisations also co-host a "Bookseller for a Day" event, where a public figure (a writer, journalist, or psychologist) joins the shop team for an evening, recommending favourite books to customers in an informal, conversational way. Fifteen percent of the evening's takings are donated to the association. The format works because it strips away formality: guests become booksellers for a night, and customers can talk to them about books as naturally as they would with any colleague. 



Beyond the Book World: Building New Partnerships

Booksellers and reading promotion organisations increasingly look beyond schools and libraries to partner with a broader range of cultural institutions, theatres, museums, literary festivals, community groups, churches, hospitals, and sports networks.

These collaborations extend the reach of reading promotion into spaces and communities that might never seek out a bookshop on their own. Some of the most inventive examples show what is possible when partners combine their strengths. In Canada, a bookseller works with a theatre to offer teenagers a "Page to Stage" programme, reading a play and then attending a live performance. In Germany, the UNESCO City of Literature Heidelberg collaborates with the German-American Institute on literary events and founded a primary school network connecting literature with the classroom curriculum. In New Zealand, a bookseller partners with the local city orchestra, selling books at concerts. In Romania, local artists, journalists, and musicians are invited to read at Sunday storytime events, bringing new voices and audiences into the bookshop.

Community outreach is a recurring theme. In Australia, partnerships with sports networks, health organisations, and vision impairment groups bring reading promotion to audiences well outside the traditional book world. In the United States, churches and hospitals, described as institutions deeply rooted in their communities, serve as trusted intermediaries for reaching families.

These collaborations are typically reciprocal: both parties gain visibility, audiences, and resources. Challenges do exist, such as securing funding, managing expectations, and navigating institutional bureaucracy can all slow progress. But the overall picture is one of genuine opportunity: cultural partnerships allow reading to be woven into community life in ways that no bookshop or library could achieve alone.

Dorothy Butler's Books at the Concert Hall

AUCKLAND, NEW ZEALAND



Dorothy Butler's Bookshop in Auckland has developed a creative partnership with the Auckland Philharmonia Orchestra, which runs an annual series of children's concerts. In recent years, the orchestra has commissioned new music based on children's books by New Zealand authors, a beautiful intersection of literature and live performance. The bookshop stepped in to support the local author whose book inspired the latest concert series, selling copies on-site across four performances over two days.

It is a simple but effective model: books travel to where the audience already is, rather than waiting for the audience to come to the bookshop. For children attending a live concert based on a story, the book becomes a natural and memorable souvenir. For the local author, it provides meaningful visibility. And for the bookshop, it builds community presence and goodwill well beyond its four walls.



Australia Reads, Building a Whole-of-Community Reading Network, Australia

Australia Reads is a not-for-profit initiative of the Australian books industry, dedicated to getting more people reading more books, more often. What sets it apart is the breadth of its partnership approach: rather than working only within the traditional book ecosystem, the organisation actively maps and engages every part of the reading landscape, bookshops, public and state libraries, publishers, printers, library suppliers, curriculum writing bodies, and departments of education, while simultaneously reaching outward into entirely non-bookish networks.

"We can't get messages to people from bookish spaces, they're already bookish people."

AUSTRALIA READS

The organisation has therefore partnered with sports networks, Vision Impairment Australia, health organisations, shopping centres, and public transport networks (trains and buses) to carry reading promotion into everyday life. Crucially, the partnership with public libraries opens doors to local government networks, such as leisure centres, swimming pools, gyms, and maternal and child health units where books are not yet present but where the case for reading is just as compelling.

Australia Reads also runs programmes such as LitUp, which provides opportunities for schools and communities to host events with authors and illustrators, and maintains an Author and Illustrator Directory to connect communities with literary talent. The approach reflects a deliberate, strategic logic: consolidate the network of "bookish people" first, then activate non-traditional partnerships with a clear campaign message. It is a model that other national reading promotion organisations could usefully learn from.

Old Paper for a new Book: Initiative by ECOPACK Bulgaria and Greenwich Book Center



SOFIA, BULGARIA

The "Old Paper for a New Book" campaign was a highly impactful initiative that ran for 10 years (2013-2022). This campaign successfully combined environmental awareness with reading promotion by allowing children to recycle paper in exchange for a new book of their choice. Over its duration, the campaign engaged 60,338 children, who selected 71,200 new books and recycled 321 tons of paper, saving 4,173 trees. Its success stemmed from empowering children with personal choice, offering a reward-based approach, and fostering broad involvement from parents, schools, municipalities, and partner organizations.





READING CONFIDENCE LEVEL

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Books Where You Least Expect Them: Partnerships with Local Actors

Rather than waiting for families to seek out books, some of the most effective reading promotion initiatives work in the opposite direction: bringing books and reading materials into the spaces where people already are. This principle, familiar from mobile library models, extends further when applied to everyday high-traffic locations that families visit as part of their regular routines.

Books have been distributed through fast-food restaurants, bakeries, supermarkets, and paediatricians' offices, appearing where families least expect them. Stiftung Lesen in Germany has worked with major discounters such as Aldi, Kaufland, and Lidl to reach socio-economically disadvantaged families who might not visit traditional bookstores or libraries and are more likely to purchase books at lower price points. The logic is straightforward: families who rarely visit bookshops or libraries do shop for groceries. Meeting them there, with books at low or no cost, removes the barriers of distance, cost, and unfamiliarity that can make traditional book access feel out of reach.

The most effective approaches of this kind are not one-off gestures but recurring, layered interventions that reach children multiple times across different stages of childhood, building familiarity with books and reading in the same cumulative way that health programmes build protection over time. The paediatric check-up model described in this chapter follows exactly this logic: a trusted, recurring touchpoint, used deliberately to place books and reading into a relationship families already value.

For bookshops considering how to apply this principle, the key question is where your community already gathers, and whether there is an opportunity to place books, recommendations, or reading materials there, in partnership with the businesses or services that already have their trust.

Cooperation with Pediatricians (Lesestart Programm), Germany

Stiftung Lesen, Germany's national foundation for reading promotion, has embedded book gifting directly into the paediatric healthcare system. Through a partnership with paediatricians across the country, families receive an age-appropriate book and accompanying materials at their child's routine check-ups at ages one, two, and three. The books and information are available in fourteen languages, covering the most common family languages in Germany. The key to the programme's impact lies in who delivers it: when a doctor tells parents that their child is healthy and well-nourished but that reading aloud regularly will support their cognitive development, that message carries a weight and authority that few other messengers could achieve. Now in its fifteenth year, the initiative has made paediatricians one of its most valued partners, reaching families through a trusted relationship at exactly the moment when early reading habits can be established. 



Children's height measurement meter reinterpreted



Cărturești
ROMANIA

Cărturești, a Romanian bookshop chain, developed a creative reading promotion tool that meets young readers, quite literally, where they are. In partnership with a network of over 100 medical analysis centres, the bookshop installed height measurement charts that double as age-appropriate reading guides: at each height marker, children and their parents discover a book recommendation suited to that stage of development, spanning both Romanian authors and international classics. A QR code printed on the chart links directly to the bookshop's website, where parents can learn more about the recommended titles and order them. By placing the tool in a healthcare setting that families visit regularly, the initiative turns an everyday activity into an opportunity to spark an early interest in reading.





PARTNER & SPONSORSHIPS

Finding Support for Reading Promotion

Reading promotion activities are only as sustainable as the resources behind it. Yet funding is consistently cited as one of the biggest barriers. Reading promotion initiatives are often funded through a complex and varied landscape; they tend to rely on several sources: combining public funding with private, philanthropic, and corporate contributions, alongside earned income and in-kind support. This chapter offers a practical overview of partners and sponsorships, with examples of what they can look like in practice.

① Partnering with Publishers [↗](#)

② Approaching Corporations for Event or Campaign Sponsorship [↗](#)

③ Developing In-Kind and Co-Branding Partnerships [↗](#)

④ Mobilising Community Support Through Crowdfunding [↗](#)



Partnering with Publishers

Publishers are often the most natural first point of contact. They have a direct interest in promoting their titles and authors, and can contribute books and other literary materials, author appearances, or financial support for specific campaigns and events.

“Publishers tend to play a collaborative role in those things with their authors as well, with supporting author travel and reading fees.”

 NGO • CANADA



When approaching a publisher, it helps to be specific: rather than asking for general support, come with a concrete proposal e.g. a storytime series and explain what visibility or benefit the publisher would gain.

“Lesen im Fenster” (Reading in the Window)

Once a year, the children’s bookshop Chinderbuechlade invites children to curl up in a comfortable armchair placed right in the shop window and read for half an hour, after which they take the book home for free. Known as Lesen im Fenster (‘Reading in the Window’), this annual event typically sells out quickly after the newsletter goes out. This initiative is sponsored by publishers, who provide the books. This demonstrates a successful model where publishers contribute directly while gaining exposure for their publications.

 Chinderbuechlade
BERN, SWITZERLAND



Approaching Corporations for Event or Campaign Sponsorship

Corporations can be solicited to sponsor events, campaigns, or specific initiatives, particularly when there is a clear alignment between their audience and yours. Often in exchange for brand visibility or association with a positive community effort. The most ambitious initiatives involve joint efforts where multiple corporate partners work towards a shared goal.

Den stora läsutmaningen (“The Great Reading Challenge”), Sweden

“The Great Reading Challenge” is a nationwide initiative in Sweden designed to strengthen children’s reading habits by making reading both engaging and achievable, built on the idea that reading is a skill that grows with practice, much like building physical endurance.

Aimed primarily at fourth-grade students and running annually during the autumn term, the challenge encourages participants to read at their own level, based on their interests and abilities, with a shared goal of developing reading stamina, expanding vocabulary, and fostering lasting motivation to read. What makes the model particularly inclusive is its focus on time rather than performance: every minute of reading counts, regardless of a child’s starting point, with participants reading on average around 20 minutes per day, collectively totalling over a million hours during the challenge period.

The challenge is a joint initiative by Adlibris (Bookseller), Bonnier Carlsen (Publishing house for children’s and youth books), Natur & Kultur (foundation-based publishing house), Rabén & Sjögren (the leading Swedish publishing house for children’s and young adult books), and the Bonnier Family Foundation, developed with input from an advisory board of reading specialists and authors. Partners include Astrid Lindgren’s World, SF Studios, and LasseMaja’s Detective House. This broad coalition, spanning publishers, booksellers, foundations, cultural institutions, and schools, is itself a model worth highlighting: reading promotion as a shared responsibility across the entire book ecosystem.



We try to embrace and encourage cooperation. I think that's something to try to encourage others to do. And that opens up for new visions and new ideas of how to cooperate.

“Ich schenke dir eine Geschichte” (“I gift you a story”), Germany

This campaign distributes over a million books to children annually through a large-scale collaboration involving multiple sponsors, including the Bertelsmann Foundation, Penguin Random House, Stiftung Lesen, ZDF (German national public service television company) and DHL/Deutsche. It demonstrates how organisations from entirely different sectors can join forces around reading promotion. 



Developing In-Kind and Co-Branding Partnerships

Bookstores and reading promotion NGOs can also develop in-kind or co-branding partnerships. In-kind partnerships, in which partners contribute products, services, expertise, distribution channels, or exclusive experiences are often easier to secure, particularly for smaller organisations.

Co-branding partnerships go a step further, combining audiences and creating mutual visibility for both partners. They work especially well when the connection between the two partners feels genuine and relevant to the audience you are trying to reach. They are particularly effective ways of connecting cultural, educational, and commercial objectives while keeping costs relatively low for both partners.

Football Campaign with the Romanian national football team

Cărturești
ROMANIA



Cărturești has found an inventive way to connect reading and writing with the world of sport by collaborating with the Romanian national football team on a co-branded stationery collection. Notebooks and drawing pads bearing both the bookshop's and the national team's branding were sold in Cărturești stores, with every purchase entering young customers into a prize draw offering a behind-the-scenes visit to the players' dressing room, match tickets, and official team kit.

By linking an everyday school supply to an experience that resonates strongly with young people, the initiative creates a tangible incentive to engage with the bookshop's world while keeping creativity and learning at its core.



Mobilising Community Support through Crowdfunding

Crowdfunding can be an effective alternative or complement more traditional funding routes, particularly for well-defined projects such as reading awards, literary festivals, or community engagement initiatives. By using crowdfunding platforms, organisations can invite supporters to contribute directly to a specific goal, making the purpose and impact of donations clear and tangible. Regular campaigns can help build a loyal donor community over time, while larger contributions from individual patrons can provide stability and help secure funding targets. Crowdfunding is often most successful, when combined with other sources of support, such as private donations, partnerships, or sponsorships, creating a diversified funding model that reduces dependence on any single source of income.



The Dorothy Amery Reader Awards

Bookbugs and Dragon Tales

NORWICH, UK



Bookbugs and Dragon Tales, an independent bookshop in Norwich, runs an annual awards programme recognising children nominated by their schools, specifically those who may not have regular access to books at home. Each year, 30-50 children receive £50 worth of books and are invited to the shop for a celebration alongside their families. To help finance the programme, the bookshop runs an annual GoFundMe campaign dedicated specifically to the awards scheme. The campaign enables customers, local supporters, and reading advocates to contribute directly to a clearly defined cause. The crowdfunding effort is complemented by larger donations from committed supporters, creating a diversified funding model that combines community engagement with philanthropic giving. This approach not only generates financial support but also strengthens local ownership of the initiative, allowing readers, families, and patrons to play an active role in promoting children's access to books and fostering a culture of reading. From there, the children are invited to join the shop's review team for a year, taking on a role that feels meaningful and valued. The simple title transforms their relationship to reading: they become not just readers, but contributors.



A Few Practical Pointers



Start with what you already have. Existing relationships with publishers, local businesses, schools, or loyal customers are often the most productive starting point for finding support.



Be specific in what you ask for. A concrete proposal with a clear purpose, a defined audience, and an honest account of what a partner would gain is far more likely to succeed than a general request for sponsorship.



Think beyond money. Books, printing, venue space, catering, prizes, and promotion are all forms of support worth asking for.



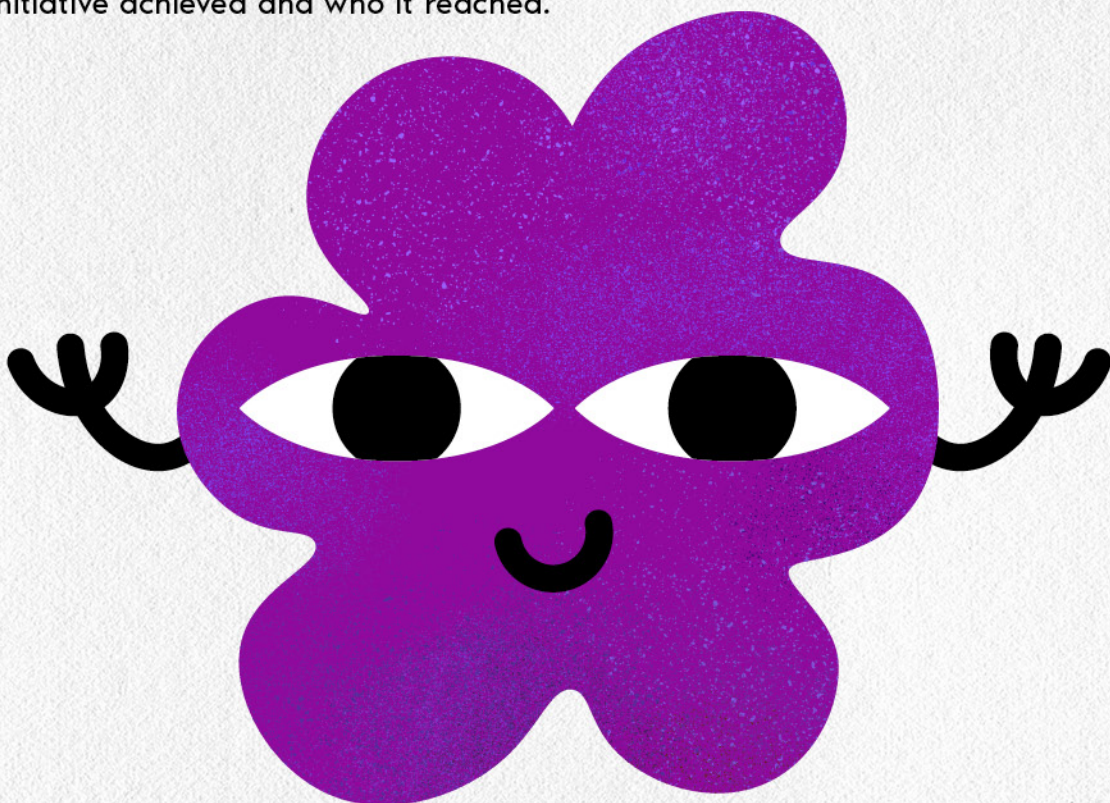
Look at what others have done. National booksellers' associations, reading promotion organisations, and networks like RISE Bookselling can be valuable sources of leads, introductions, and practical advice.



Combine your sources. The most resilient initiatives draw on several funding streams rather than relying on one – grants, in-kind support, community fundraising, and earned income can all complement each other.



Document and share your impact. Funders and sponsors are more likely to return – and others are more likely to come on board – when you can show clearly what your initiative achieved and who it reached.





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Children's Books Ireland / Leabhair Pháistí Éireann, Elaina Ryan, Ireland
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Librairie du Pincerais, Camille Papazian-Pointet, France
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Librería Peripicias, Raquel María Sánchez Ortiz, Spain
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LiteraDur Bücher & Noten GmbH, Germany
Lukukeskus – Läscentrum / The Finnish Reading Centre, Emmi Jäkkö, Finland
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