

PRESS RELEASE

Building the Future Generation of Readers: in Bologna, the international event for a new pact on reading promotion

The initiative by AIE and Bologna Children's Book Fair, with SNE, FEP, IPA and IBBY to compare the world's best practices and chart a new path toward the future

Bologna, a global crossroads for reading promotion, a city from which to launch a new commitment to the readers of the future.

The Italian Publishers Association (AIE) and Bologna Children's Book Fair (BCBF), in collaboration with the French Syndicat national de l'édition (SNE), the Federation of European Publishers (FEP), the International Publishers Association (IPA) and the International Board on Books for Young People (IBBY) are organizing in Bologna, on the occasion of the Fair, an international conference to showcase and encourage the dissemination of the world's best practices in reading promotion and to reflect on the role of European and international policies.

Building the Future Generation of Readers: Best Practices and Policies for Reading Promotion will take place on April 13 at the Illustrators Café, from 3:30 p.m. to 5:15 p.m. The event is aimed at the entire book and reading community - publishers, librarians, institutions, teachers, professional associations, and the press. After opening remarks by Elena Pasoli, Director of the Bologna Children's Book Fair, a panel of publishers and reading experts will present some of the most successful projects currently underway around the world, including *#ioleggoperché* in Italy, *the quart d'heure de lecture* in France, South Korea's *first half hour* dedicated to silent reading in primary schools, the UK's *The National Year of Reading*, and other projects still being finalized.

The second part of the meeting will focus on proposals from trade associations, with contributions from representatives of FEP, IPA and IBBY to foster discussion on ongoing initiatives, future challenges, and priorities identified through dialogue with European and international institutions. The discussion will be moderated by Luis Gonzalez, Director of the Fundación Germán Sánchez Ruipérez (FGSR). Closing remarks will be delivered by AIE President Innocenzo Cipolletta.

“This new initiative, the result of the partnership between AIE and Bologna Children's Book Fair, confirms and strengthens our commitment to making this Fair a place of dialogue and open exchange with the world: promoting reading among young generations means promoting democratic culture. It is the best vaccine in defense of an open society - one that remains open as long as books circulate freely and are read freely by every child, teenager, woman and man in every part of the world,” commented AIE President Innocenzo Cipolletta.

“As an active member of the global publishing community, BCBF believes it has a responsibility to engage meaningfully with the most pressing issues facing sector. In our role as the leading international event dedicated to children's publishing, we feel an even stronger commitment to

addressing one of the most urgent challenges of our time: the reading emergency. Supporting access to books, fostering a culture of reading, and reaffirming the transformative power of stories are not only part of our mission: they are at the very heart of who we are”, commented Bologna Children’s Book Fair Director Elena Pasoli.

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#BCBF26

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