

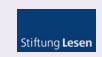


EUROPEAN AUTHORS DAY



FOR READ.
FOR REAL.
2026

TOOLKIT FOR HUBS





IMPORTANT EMAIL ADDRESSES:

Welcome Packs: readforreal@bn.org.pl

Becoming a New Hub: info@readforreal.com

Authors Tour Organization: readforreal@bn.org.pl

Reporting on Authors Tour & Other Activities:
readforreal@bn.org.pl & info@readforreal.com

Social Media Content (Facebook & Instagram):
info@readforreal.com

Workshops Information: lire.ensemble@ciclic.fr

Literacy for Democracy Conference: rsvp@fpc.org.pl

General Questions, Website & Other Inquiries:
info@readforreal.com

WEBSITE: www.readforreal.eu

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1 ABC OF THE PROJECT

The **European Authors Day** was established in 2023 thanks to the initiative of the European Commission. For two years, it was coordinated by Creative Europe, which continues to co-fund the project. Since 2025, the European Authors Day, under the inviting slogan **#ReadForReal**, is led by a consortium of seven partners from five countries.

The project leader is the **Universal Reading Foundation** (Poland). The consortium members are: the **Federation of European Publishers**, the **National Library of Poland** (Poland), **Ciclic Centre-Val de Loire** (France), **Stiftung Lesen** (Germany), **Chetene** (Bulgaria), and **EUREAD** (Belgium).



The project operates on many levels:

- **Celebrating creativity and literacy** is the goal for the annual huge EAD **#ReadForReal** activation. **Every year, between 11th November and 12th December, thousands of book-related events will take place across more than 40 Creative Europe countries** – not only author meetings, but also workshops, lessons, and other reading-related activities, primarily **for children and young people up to the age of 18**.
- **Building strong networks of literacy professionals** is the idea behind international workshops for professionals we organize (Poland 2025, France 2026, Bulgaria 2027).
- **Growing our common impact** is the underlining critical goal for the whole project and the International EAD Literacy for Democracy Conferences organized annually in Poland are part of how we want to meet this goal.

METHODOLOGY

We dream to empower organizations around Europe for all of us to become stronger together: for our common narratives to be stronger, for our organizations to be stronger, for us to be together more impactful – for literacy to be supported for our societies to thrive.

This is why the project is operated through an open invitation to whoever wants to join. National Hubs can play a truly immense role. We are hoping our proposal will not be overwhelming but truly inspiring and motivating.

We are honoured to be working with You.

NATIONAL HUBS

National European Authors Day #ReadForReal Hubs. Opportunities & Expectations

A Hub is a national (country) coordinating organization which becomes the leader of the national network and real movement for change we are trying to create together.

We create the following opportunities for the Hubs:

The European Authors Day #ReadForReal project is a framework you can use to support the development of your institution and its goals: **it gives you the opportunity to become the hub of a national reading network movement, to become part of an international network whose ambition is to be present, visible and impactful on many levels.**

Our ambition is to become an exciting and recognizable common BRAND which we will all be able to use in conversations with our local authorities. The goal is for decision owners to realize it is truly critical that they help us on all levels. It will depend on all of us if we will be ready to work together to achieve the widely spread visibility for the superpower of creativity to start working bottom up and stimulate the top down funding and interventions.

What we offer, in details:

- **A foreign author's visit** (co-financed by the project)
- **Promotion** of best-in-class activities via #ReadForReal social media
- **Welcome Packs** – exciting materials for your audiences www.readforreal.eu in your language:
 - a/ **Downloadable scenarios in your language for organizers** from your country to get inspired
 - b/ **Downloadable logo and digital promotional materials in your language** for organizers from your country to use as their creativity suggests them
- **Participation in international workshops and conferences:** inspiration, networking
- Webinars – exchange of information & inspiration
- Access to research on the positive impact of reading on resilience and wellbeing

We would like the Hubs to feel inspired to:

- **Organize the flag Author Tour event in your institution** (see pages 6-7)
- Promote the European Authors Day #ReadForReal in your country (see pages 8-9)
- Provide information and support to local organizers (see pages 8-9 and 12-13)
- **Distribute Welcome Packs to local organizers** (see pages 10-11)
- **Take part in EAD #RFR Conferences and workshops** (see pages 14-15)
- Use the platform to build your financial stability and visibility (see page 16)

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EUROPEAN AUTHORS TOUR

Every autumn (11th November – 12th December), authors travel across European countries to meet readers. European Authors Day #ReadForReal finances the author meetings.



AUTHOR INVITATION

The National Library of Poland coordinates contracts, payments, transport, accommodation, and agreements with moderators/ interpreters.

Contact for the Author's visit: readforreal@bn.org.pl

Hubs propose authors (children's or young adult authors, living in other European member states). If you already have a contact – this is very helpful and easier to reach them. If your first proposal is not available, we will look for alternatives and find another one.

The Hub is responsible for:

- Local organization
- Audience invitation
- Venue
- Local promotion

INTERNATIONAL PROMOTION

Contact for international promotion: info@readforreal.com

If you would like social media collaboration with #ReadForReal, inform us at least one month in advance and provide a short description in English.

FEEDBACK

After the Author's tour please send a short report to: readforreal@bn.org.pl (cc: info@readforreal.com)

Include:

- Approximate number of participants
- Approximate number of educators
- Date and location (city, institution, country)
- 3-sentence description in English
- Author and moderator names (with country of origin)
- 5 Photos with cleared rights (so we can use them)
- Social media tags of partners and contributors to be used on #RFR social media

4 EUROPEAN AUTHORS DAY #READFORREAL: THE CELEBRATION

Inspiring events in your country
during 11.11-12.12 (11th Nov – 12th Dec)

WHY

European Authors Day is not about one large national event per country. The big event you are organizing is a flag inspirational event, but the larger goal for all of us is to create a truly visible pan-European celebration of Authors' creativity and literacy under a common branding.

For this to happen it is extremely important that everybody: schools, libraries, publishers, cultural institutions, cafés, businesses, communities and individuals feel inspired and motivated to organize a reading event during 11.11-12.12. Reading should be as common as bread – nothing prevents an author meeting or literary event from taking place in a bakery or a post office. The National Hub is the country leader for this wonderful dream to come true.



HOW

Promote the European Authors Day #ReadForReal through any communication channels you have, and more : ask other organizations to help spread the word. Newsletters, social media, media coverage – all can be used to invite people and institutions to join.

Who can be invited as a guest to an EAD #RFR event during 11.11-12.12? ... ANYONE

A contemporary European fiction author (if only possible!)... but also:

- A writer from the region: famous or debuting
- A book illustrator or graphic novel creator
- A literary translator, literary critic, book blogger
- A literature teacher promoting reading
- A publisher or a reading expert
- A parent ready to read to the whole class
- A baker willing to taste books with you
- A postman willing to share a great crime story

...anyone that the organizer can invite to show to children that reading is a part of everyone's life.

Who can be an organizer of an EAD #RFR event during 11.11-12.12? ...EVERYBODY

Schools and kindergartens, libraries, bookshops, cultural institutions, NGOs, bakers and all other businesses, media, social care and health institutions, innovation companies... everybody

THE OFFER

You will be able to offer organizers support through www.readforreal.eu but also physical welcome packs (see next page).

5 WELCOME PACKS

WHAT

Welcome Packs are boxes prepared for event organizers. **1 box contains materials for 1 EAD #RFR larger event or 2 smaller ones. There are also available in a digital version and can be downloaded from www.readforreal.eu**

Each Welcome Pack includes:

- 5 Double-sided posters and reading challenges
- 3 Organizer's certificates with checklists
- 100 bookmarks with space for author autographs
- 50 door hangers
- 25 Stickers
- 25 DIY postcards

On the back of the certificates for hubs, which you will receive with your welcome packs, you will find a helpful checklist. By following it, nothing can go wrong, and you can be sure that you haven't forgotten anything. Organizer's certificates also include a similar checklist

WHEN

June:

National Hubs declare how many Welcome Packs they can distribute in their countries in function of the interest they have managed to raise among organizations they managed to reach out to.

July–August:

National Hubs receive the number of Welcome Packs they asked for (if hubs ask for more Welcome Packs than we have, we will have to lower the numbers sent proportionally).

August:

Registration of events opens in August: www.readforreal.com/registration

All organizers should register their events.

September–October:

National Hubs distribute Welcome Packs to organizations in their countries [important TIP: if you don't have the budget to send out 100 Welcome Packs, try asking organizers of events who ask for Welcome Packs – if they can cover the cost of their one or two Welcome Packs being sent to them. In most cases they will be willing to]

November–December (11.11-12.12):

EAD #ReadForReal events take place all over Europe!



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PROMOTION



Promoting successfully the idea that human creativity and literacy are critical for the future of our democracies is at the very heart of the European Authors Day #ReadForReal ambition.

Working together on the promotion of this idea through a massive promotion of events and activities taking place all over Europe - is the key to building a visible brand, powerful enough to be leveraged to ask decision makers to feel, understand and support the cause through narratives and funding (it can be politicians, but it can also be the local baker who most probably can finance an author coming to a school, we don't need government authorities for everything).

This is why promotion is very important. If we do it right, and together, it can serve a much larger purpose than just the meeting we are talking about.

VISUAL IDENTITY

- **Download** and use the European Authors Day #ReadForReal logo with your language version.
- **Download** and use frames on photos of European Authors Day #ReadForReal events you show on social media, your website, in the press releases.
- **Use the illustrations** and other elements as you wish, play with them, show your creativity on social media.



PRESS RELEASES

You will receive all the official press releases we are sending out and will be able to use them as your press releases, communicating them to your media.

EVENTS INFORMATION

Please let us know at info@readforreal.com about any major or particularly interesting events in your country.

SOCIAL MEDIA

- Please tag and follow: [@readforreal](#) on Facebook and Instagram – to see our communication.
- Please include hashtags [#EuropeanAuthorsDay](#) [#ReadForReal](#) in your communication so that we can see you on social media.
- Please ask the organizers in your country to do the above as well.

We will do our best to share your stories and posts in the 'Reels' section on Facebook and Instagram, but we cannot guarantee that every post will be reshared.

If you would like to be mentioned or co-create a post with us:

- **invite the profile [@read.forreal](#) as a collaborator on Facebook and Instagram.**

We will also publish summaries of upcoming events all over Europe and highlight them in our recaps.

If you want to share information about your events:

- **please contact us at info@readforreal.com**
- Include a short, concise description of the event (date, location, type of event, author's name and origin).
- Add any tags you would like us to use (and optionally include a link with more information)

While we cannot guarantee that everything will be published, we will do our best to feature as much as possible

7 RESOURCE ACTIVATION

Our dream is that EAD #RFR creates a framework which will help build the effectiveness of the organizers' fundraising efforts.

You can ask donors around you for many things:

- funding an authors' visit,
- offering children books for a meeting you organize for children from underserved groups
- letting you use their venue
- helping you with the communication (include your invitation in their newsletter)
- funding a meeting at their company/organization
- etc

Our standpoint is clear: creativity and literacy are crucial for the society as such. So, everyone should feel invited and – in the end – responsible for them to flourish.

Asking organizations which might at first be surprised you are proposing them to get involved in a literacy project – is also part of the narrative. Approaching them is a statement. We are thus saying the bakery, the post office, the food retailer – they all have influence and should be interested to use it – for a better future of their own companies.

There are some wonderful examples:

- Hairdressers recommending reading during haircuts to small boys: the Barber Shop Books
- Laundromat companies place books shelves in their spaces: Laundry Cares
- Post offices inviting to reading

- A snack company investing into reading as part of their PR & CSR
- There might be a company interested in printing door hangers or post cards for their employees' children with their logo on it – you can do it, just write to info@readforreal.com, we can share the open files.

But starting from what is closer to us is as important:

- Municipal and regional grants
- Publishers and bookshops
- Cultural institutions
- Foundations and NGOs
- Schools and parents' associations

Elements provided by the EAD #RFR project are just a starting point. We invite you to use it and build your own visibility and funding on it, the idea is that we all become **stronger together**.



8

INTERNATIONAL INSPIRATION AND NETWORKING



INTERNATIONAL WORKSHOPS FOR PROFESSIONALS

Organized annually by consortium partners (Poland in 2025, in France in 2026 and in Bulgaria in 2027).

In 2026, they are organized by Ciclic Centre-Val de Loire in Blois during the Comic Festival (19–20 November).

For more, please inquire at: lire.ensemble@ciclic.fr

In 2027, they are organized by Chetene – Reading Foundation in Bulgaria.

For more, please inquire at: val.stoeva@detskiknigi.com



We invite hub representatives to attend a conference where we will discuss topics such as:

- Who are we raising for the future of our economies and democracies in the age of AI?
- How can we support parents and caregivers in their role as influencers of young minds?
- What policies are already in place, and what policies are still needed?

The Conference will take place in Warsaw on 5 May 2026.

Please write to rsvp@fpc.org.pl for details.



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