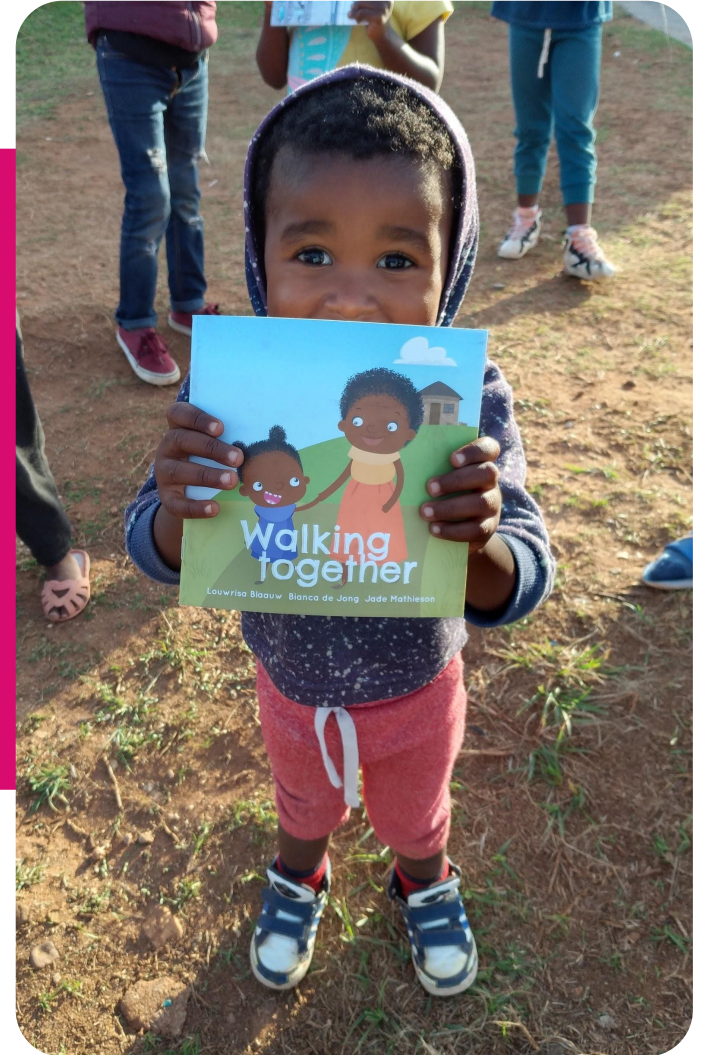


b o o k
d a s h

*An innovative content creation model
to kick-start book-gifting programmes*

Book Dash is a social impact publisher of books for children, based in South Africa.

- 156 books
- 500+ translations
- 1.7 million hard copies distributed



Our vision is drawn from research:
A hundred books by the age of five



“Books in the home are the single biggest indicator of academic success — surpassing income, parents’ education, family composition, and all other factors.”
(Evans, 2010)



Obstacles to book gifting

- Books are expensive
- No government funding for book gifting programmes
- Donated books from elsewhere are not appropriate for context.

“The publishing industry, under threat from government policies, digital start-ups (etc) is risk-averse and targets existing markets...

Just 4% of South Africans buy books regularly; most of them speak English as a mother tongue, are affluent, and live or shop in urban areas.

Even for English language books, the small market size means print runs are small and costs are high. For African language books, the market is even smaller...

Quite simply, books are too expensive for most people to afford.”

(Let's Get South Africa Reading, DGMT, 2015)

Our solution

- We create and publish our own books using an open license
- Innovative rapid content-creation model (“hackathon for books”)
- 12-hour events are called Book Dashes
- Origination cost is reduced with 80%.



Our open license

- A Creative Commons Attribution allows anyone to reuse, translate, adapt, print and distribute.
- Creative volunteers sign an agreement to open-license everything produced on the day.



- All files available online.
- Reach amplified by projects around the world (e.g. Storyweaver), community translations, etc.

12 hours, 35 creative volunteers, 10 new books





Virtual Book Dash events

- Necessitated by Covid
- Enabled continued content creation despite lockdowns
- Creative volunteers from around the world can participate
- Still fun and meaningful!

Hybrid organisation

- **Publishing organisation**
we publish our own books,
according to our own model
(and use an open license)
- **A book-gifting organisation:**
we find funding and we work with
partner organisations to give
books away to children to own



Tipping points and costs

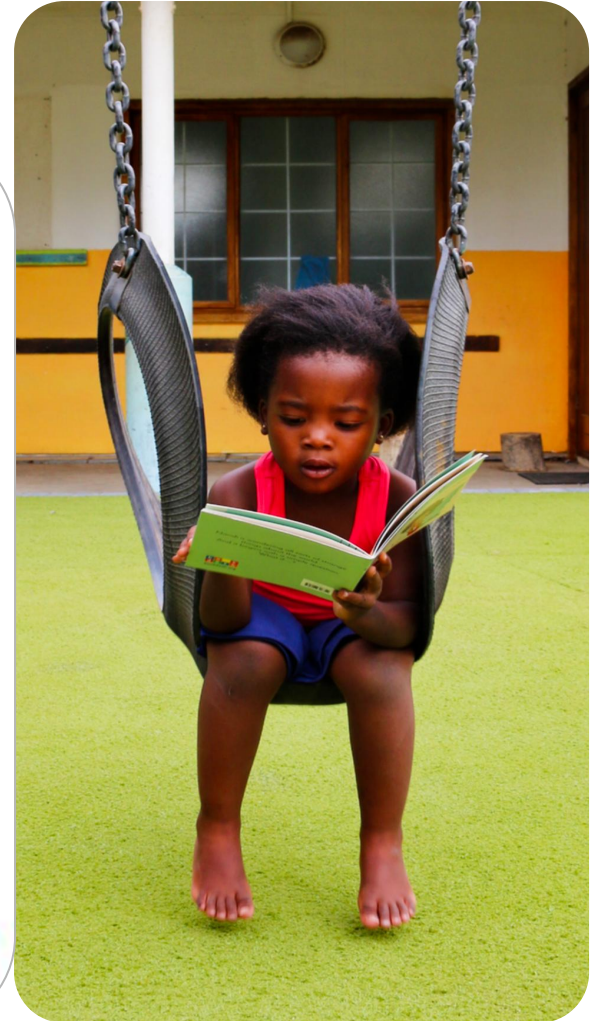
- 100 books per child is our vision
- 20 books per child is a tipping point
- At US70 cents per book, it can cost as little as \$14 per child for a home library of 20 books
- Proviso: need to print at least 2,500 copies of 1 title to achieve this price point



Having as few as 20 books in the home has a significant impact on a child's ascent to a higher level of education. Regardless of nationality, parent's education level or economic status, children who grew up with books in their homes reached a higher level of education than those who did not.*



* Evans, Mariah, Dr., Kelley, J., and Treiman, D.J. "Family Scholarly Culture and Educational Success: Books and Schooling in 27 Nations." *Research in Social Stratification and Mobility*, Volume 28, Issue 2. Pages 171 - 197. June 2010



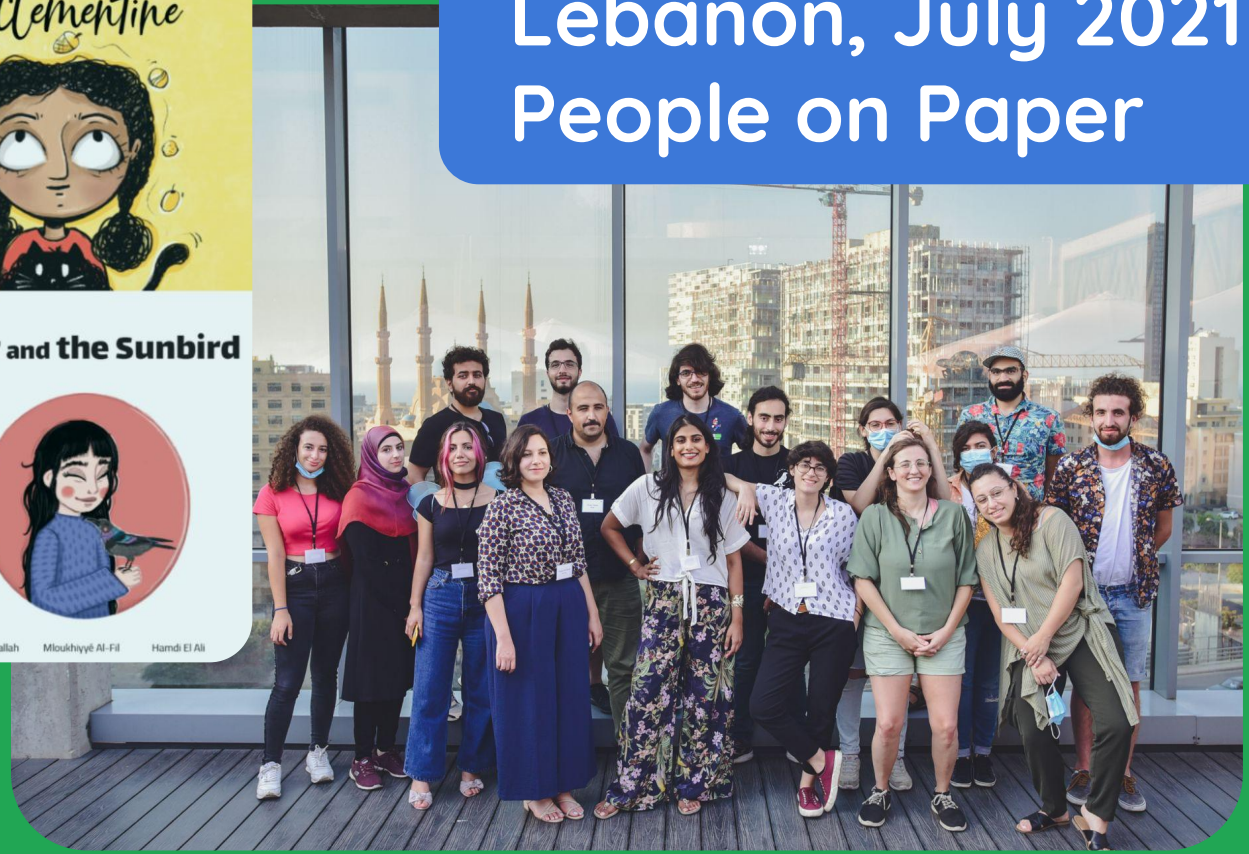
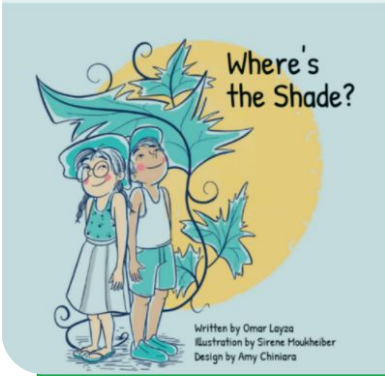
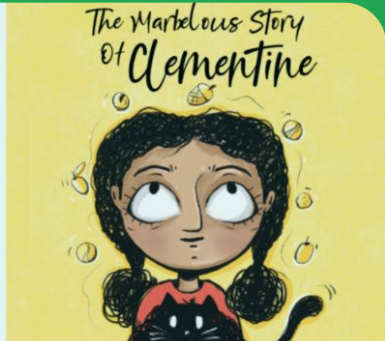
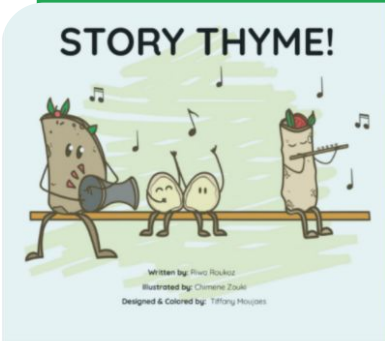


3 case studies:

Book Dash model replicated

1

Lebanon, July 2021: People on Paper



2

USA, 2020: Room to Read

[Literacy & Girls' Education](#)[Impact and Reach](#)[Take Action](#)[Start a Fundraiser](#)[Donate](#)

10 Teams. 4 Weeks. 2 Words.

1 Incredible book collection.

The *Peace & Equality Book Collection* brought together diverse writers and illustrators from the United States to create 10 books in just four weeks. The books, aimed at children ages 3-8, explore themes related to creating a more peaceful and just world, with the goal of recognizing the work we must continue to do as a society to create social, political, economic, and cultural systems grounded in peace and equality.



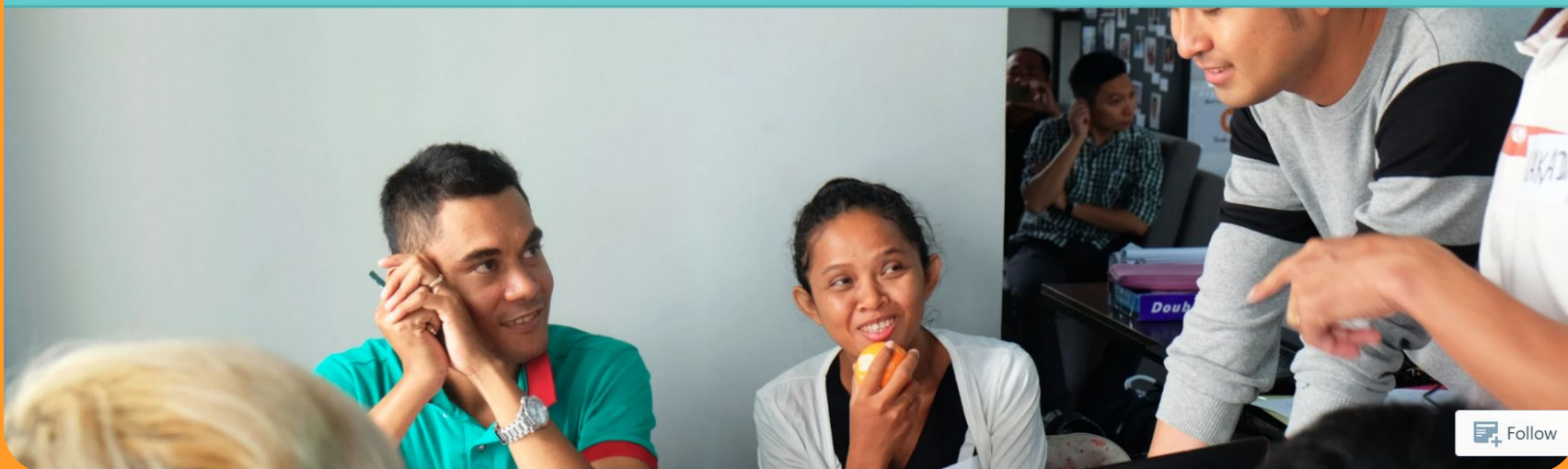
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3

Indonesia, Laos, Cambodia: Let's Read Asia

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