

Bookstart in Lithuania: grow a generation with a book

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National Library of Lithuania
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The program is sponsored by First Lady Diana Nausėdienė

Project
implementer



Project funder



Project partners



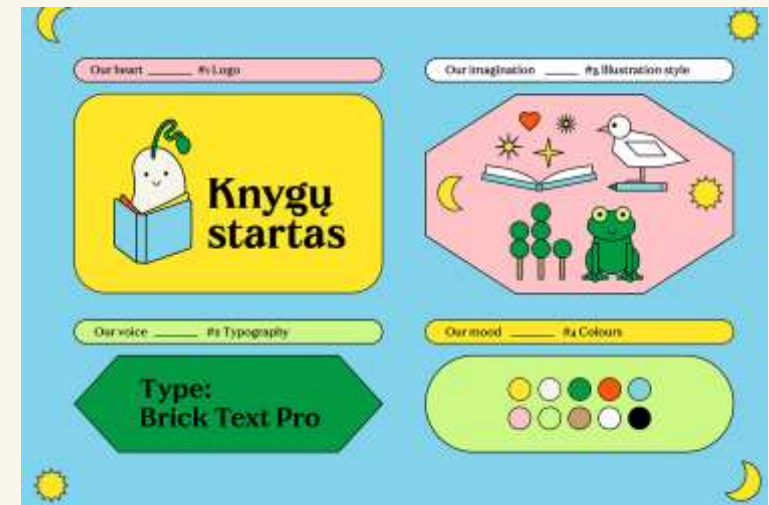
First steps

- Funding (project is a part of the National reading promotion program):

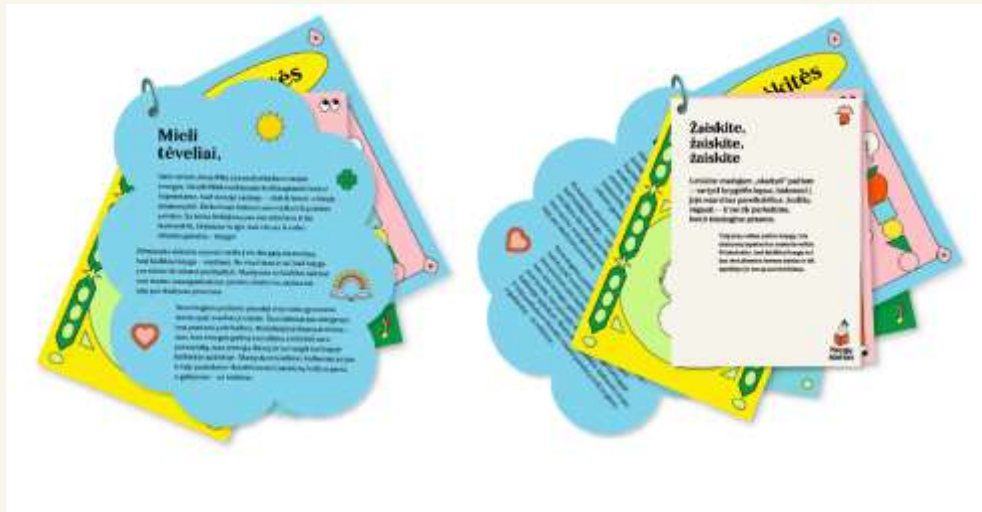
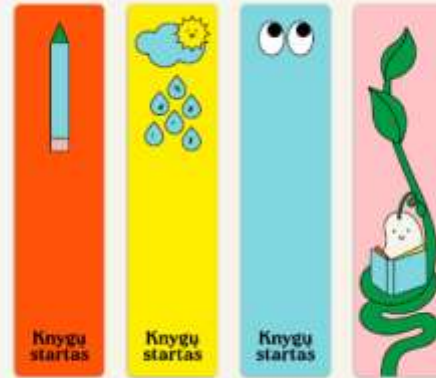
2019 – 30 000 eur

2020 – 30 000 eur

- Experience-sharing seminar: representatives from UK, the Netherlands, Latvia, Czech Republic (2019)
- Competition of the first book (2019)
- Branding development: bean as a symbol



Parts of the package



Pilot project

- Started brand awareness campaign
- Vilnius county (2020)
- 3000 packages
- Cooperation with pediatricians:
formal agreements



Starting the main project

- Distribution strategy change: responding to parental needs
- Early reading research: good signs

Ar tėvai ieško informacijos apie skaitymą?



Ieškojo ir rado



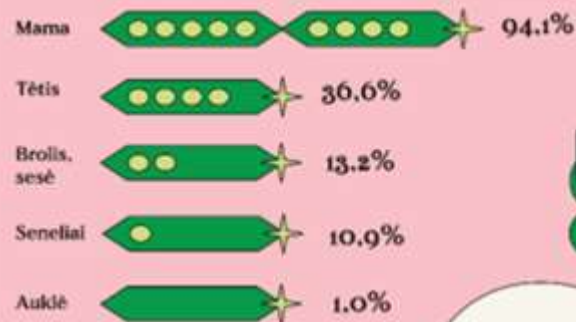
Ieškojo, bet nerado



Neieškojo

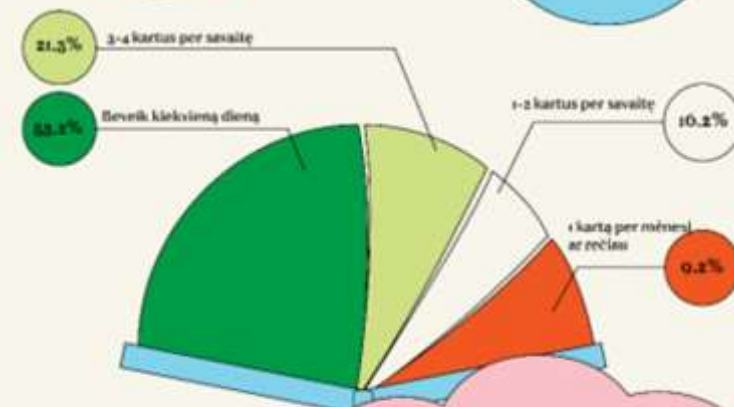
Kas ieško, tas randa!

Kas dažniausiai skaito 0–3 m. vaikui?



Įtraukime visą šeimą!

Kaip dažnai tėvai skaito 0–3 m. vaikui?



Skaitymą paverskite ritualu!

Starting the main project

Funding:

2021 – 130 000 eur

2022 – 130 000 eur

2023 – 140 000 eur

2024 – 180 000 eur

Starting issues: covid situation

The project across the Lithuania started on
2021 29th November

Number of babies born per year in Lithuania:
from 24 000 (pandemic time) to 27 000

Cost of packages for a year 100 000 eur



Cooperation with other libraries

- Package distribution partners until June 30th
- Spreading the right message about early reading benefits
- Website: book recommendations, methodical material etc.
- Provide measures to organize educations
- Play based on the book



Feedback

The majority of respondents:

- Didn't have any problems getting a package
- Are satisfied with the content of the package

What could be better:

- More books
- List of recommended books



Near future aims

Packages for families in the diaspora (cooperation with Ministry of Foreign Affairs of Lithuania)

Reading corners in libraries

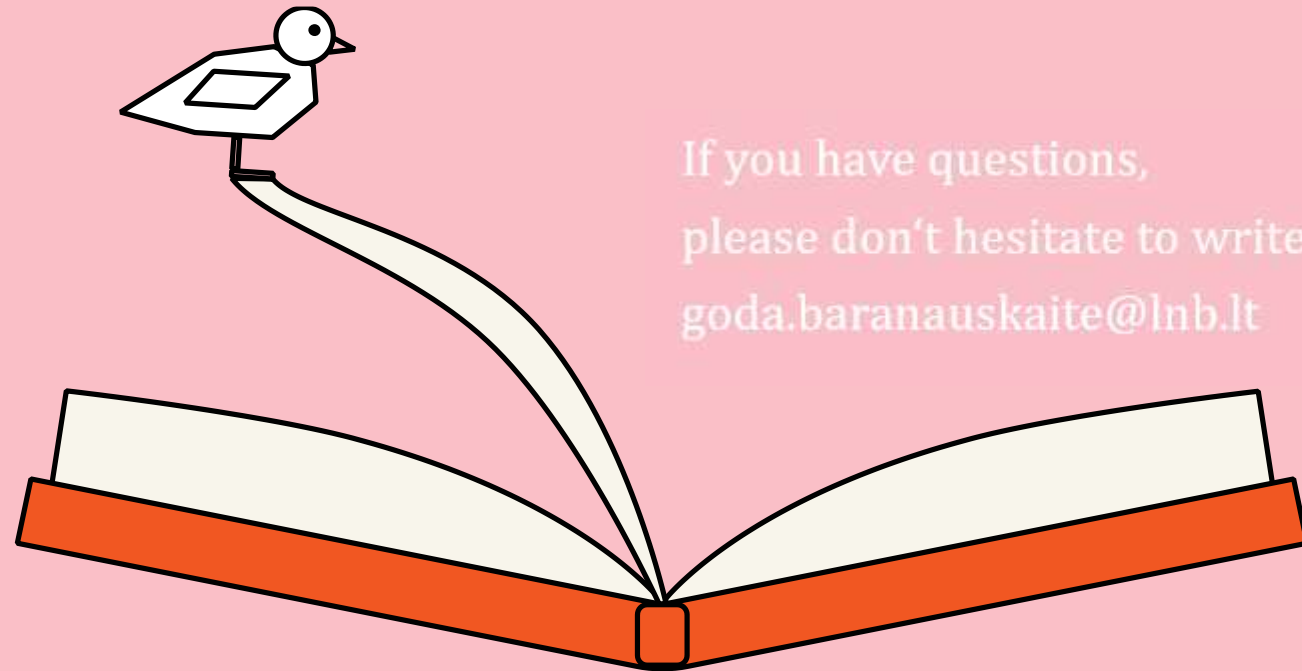
Bookshelves with our recommended books for 0-3 years children in libraries and bookshops (related games)

Packages adapted to children with additional needs

Next level – main focus not on project awareness, but on early reading benefits



Thank you for your attention and time!



If you have questions,
please don't hesitate to write me:
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