

# Early Years Bookgifting across the globe working in different societal contexts

**Marijke Bos**

**Stichting Lezen, The Netherlands**

**Izumi Satou**

**Bookstart Japan, Japan**

**Lucia Guerrero**

**Leer en Familia/PUCP, Peru**

**Brussels | June 11, 2025**

**Open Forum**

**EURead - 25 Years of Getting Europe Reading**



# Global Network for Early Years Bookgifting



# Global Network for Early Years Bookgifting



©Book Dash South Africa Masicorp



©Rami Lappalainen / Lukukeskus

# Global Network for Early Years Bookgifting



# Global Network for Early Years Bookgifting



©Read to Me Program, Nova Scotia, Canada

A Snapshot of Our Achievements  
Number of member programmes

**32**  
members



**A Snapshot of Our Achievements**  
**Yearly Reach: Children Receiving Books**

**15,000,000**  
**children**



©Bookstart Japan

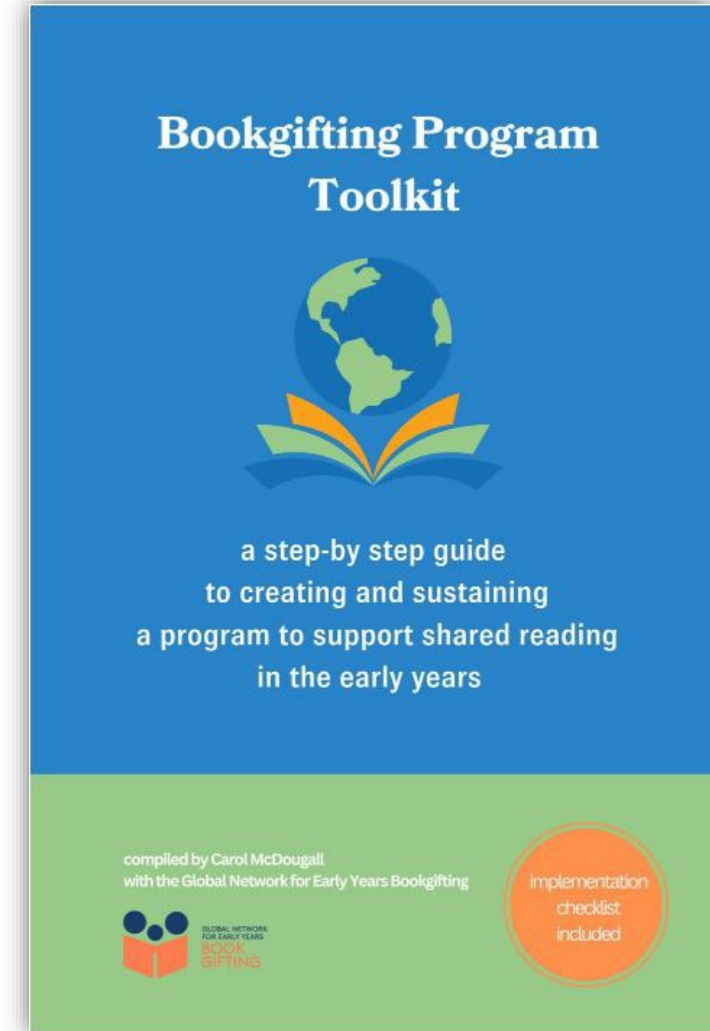
## A Snapshot of Our Achievements Online Meetings

**36 meetings**  
held over 7 years



# A Snapshot of Our Achievements Bookgifting Programme Toolkit

*A step-by step guide  
to creating and sustaining  
a programme to support  
shared reading in the early years*







# BoekStart: a smart investment

**Marijke Bos**

**Stichting Lezen, The Netherlands**



# The Netherlands

## BoekStart: a smart investment



**Marijke Bos**  
**Stichting Lezen, The Netherlands**



# The Netherlands A warm welcome gift for families



# The Netherlands Making more impact through collaboration



Healthcare




Childcare




# The Netherlands




BoekStartcoaches work at  
**331**  
Children's Healthcare Centers



**100%**  
131 of 131  
local public libraries work for  
BoekStart for babies



**76.250**  
Collected Suitcases for  
131 local public libraries



**29%**  
2.676 of 9.283  
Childcare Centers  
work with BoekStart





# Fostering Well-being Japan's Bookstart Approach

**Izumi Satou**  
**Bookstart Japan, Japan**



## Japan

# Cherished Childhood Memories

*We all tuck away  
our cherished childhood memories into a suitcase,  
and continues the journey of life.*

**Dick Bruna, creator of Miffy**

Morimoto, Shunji. *Dick Bruna: 60 Years Walking with Miffy*. Blue Sheep, 2015.



# Japan

## Delivering Book-Sharing Experiences to All Babies



©Bookstart Japan



Japan

# The Power of Feeling Loved: A Foundation for Life



©Bookstart Japan



©Bookstart Japan



# Japan Well-Being Through Bookstart



©みなとパパ (minatopapa)  
Together through Books Photo Contest 2024



# Japan

## Social and Cultural Context

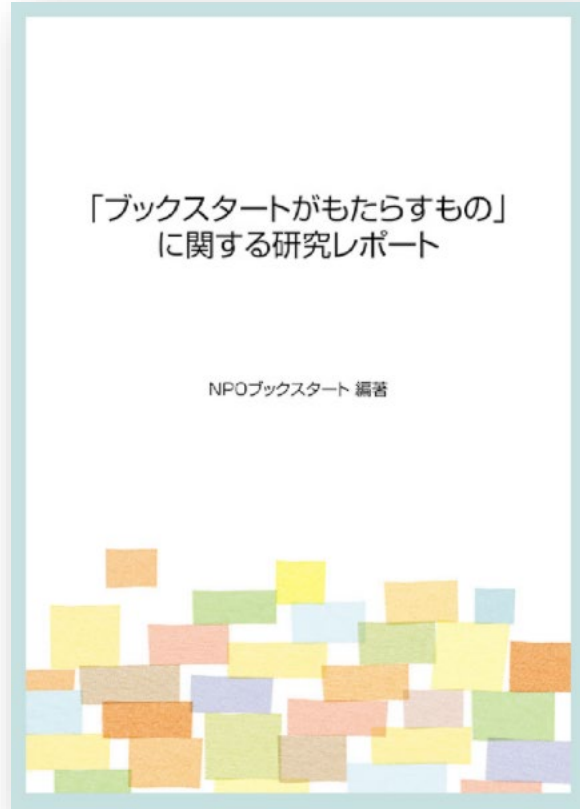
- Language and literacy
- Concerns about educational pressure
- Today's Parenting Environment



©\_hide\_photo  
Together through Books Photo Contest 2024



# Japan Impact of Bookstart



Exploring the Impact of Bookstart: A Research Report  
Bookstart Japan 2014





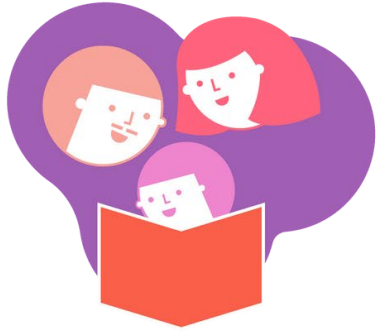
# Japan

## The Power of Loving Words



©秋山 俊介(Akiyama Shunsuke)  
Together through Books Photo Contest 2024





# Before Words: Reimagining Literacy from the First Bond.

Lucia Guerrero  
Leer en Familia/PUCP, Peru





# 57%

**of children aged 9 to 36 months do not  
achieve effective verbal communication  
(both receptive and expressive)**

National Institute of Statistics and Informatics (INEI) [Peru]. (2025). Early childhood development in children under 6 years of age – ENDES 2024.



# 57%

**of children aged 9 to 36 months do not achieve effective verbal communication (both receptive and expressive)**

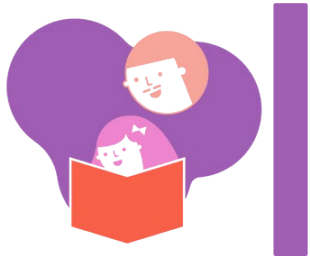
# 50%

**of children aged 9 to 12 months do not have adequate interaction with their primary caregiver as a precursor to secure bonding**



Peru

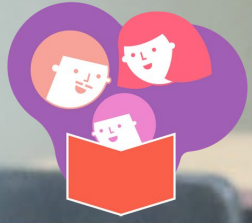
**Before we even get to the  
problem of reading and writing**



Peru

**Before we even get to the  
problem of reading and writing,  
we have a problem with  
basic interactions.**





Peru

## What do we do with babies who obviously 'don't read'?





# Peru



We Foster Conversations:  
'Serve and Return' or  
Conversational Turns

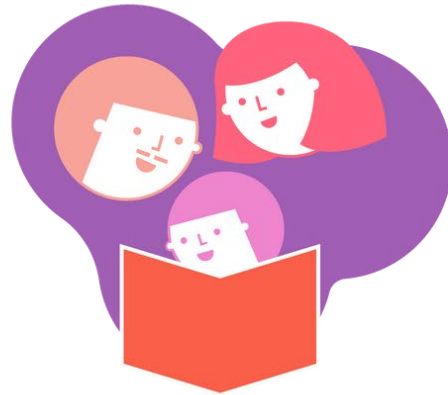
We Promote the Use of Songs and  
Rhymes to Interact with Your Baby

We Promote Reading from Birth—  
Making It Fun & Easy!



Peru

# Leer en familia





# Peru





# Learning poverty



Peru

Learning poverty **begins**  
with interaction poverty.



# Peru





GLOBAL NETWORK  
FOR EARLY YEARS

**BOOK  
GIFTING**