
CROATIAN PROGRAMS TO ENCOURAGE READING

Republic of Croatia
Ministry of Culture and Media

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READING PROMOTION

Service for Books and Publishing

Service for Audience Development and Programs for Children

a) funding the programs run by others

institutions, libraries, NGO-s, publishers, literary associations, schools and universities etc.

b) organisation of our own programs

Ruksak (pun) kulture / Backpack full of Culture

Rođeni za čitanje / Born to read

<https://www.croatian-literature.hr/>

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NATIONAL STRATEGY TO PROMOTE READING

Adopted by the Croatian government in 2017

Goals:

- Establishing of an effective social framework as a support to reading;
- Development of reading literacy and encouraging readers to active and critical reading;
- Increasing the availability of books and other reading materials

Reading as a matter of national importance

- Health issue for all generations
- Protection of the language (number of speakers decreases)

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2021 THE YEAR OF READING

- National public campaign
- Included all the participants from the book chain
- More than 1000 events
- Increased budget for books and reading programs
- New initiatives (national and local) to promote reading

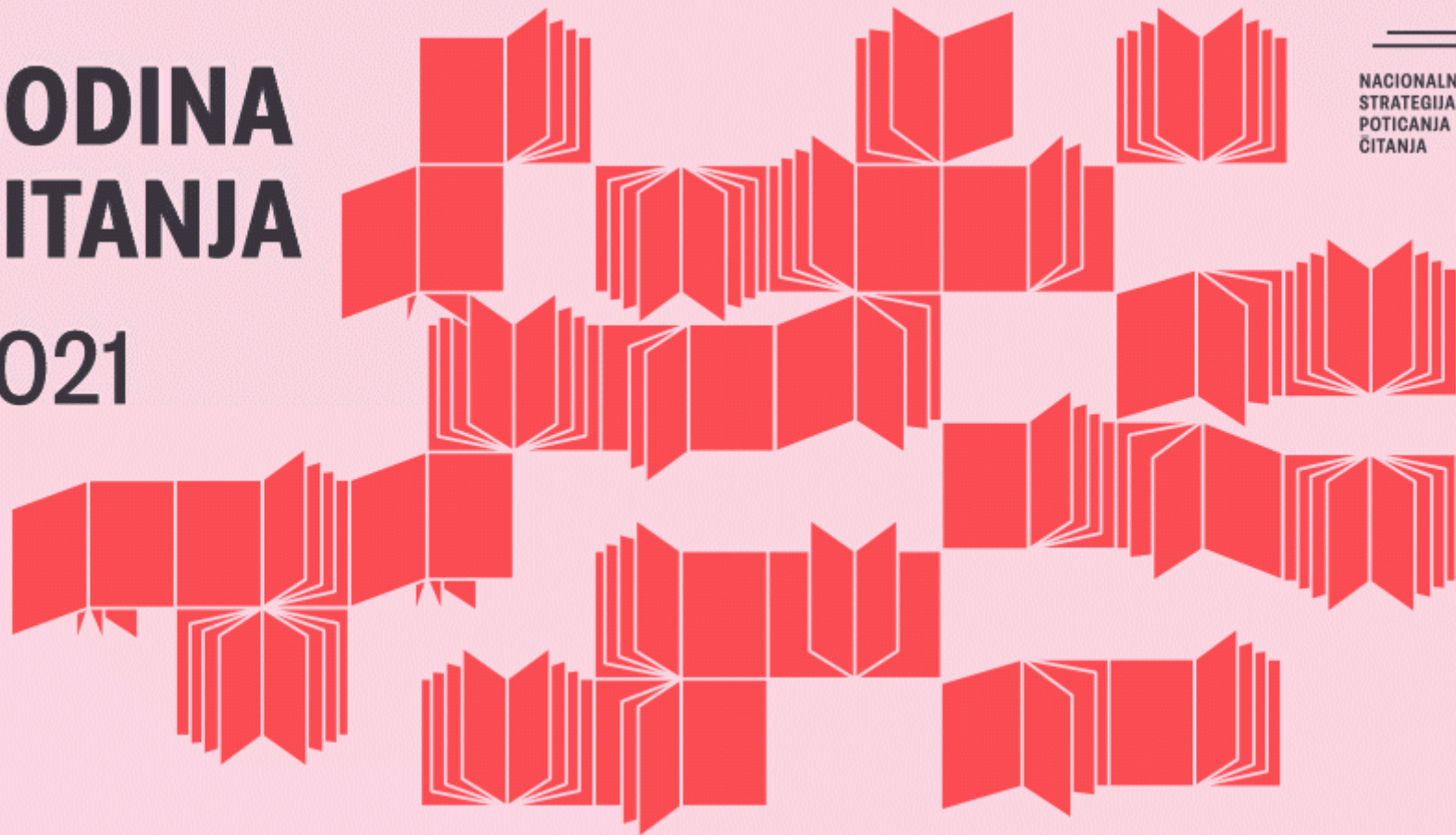
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GODINA ČITANJA

2021



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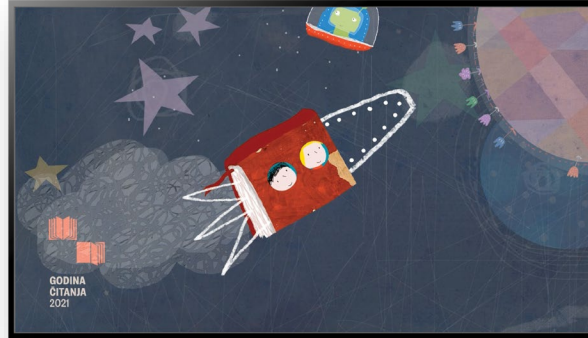
JAVNE OSOBE KOJE SU PODRŽALE GODINU ČITANJA

- Davor Bruketa
- Ante Gelo
- Vlado Martek
- Jelena Miholjević
- Robert Knjaz
- Nika Turković
- Zvonimir Boban



ANIMIRANI TV SPOTOVI

- S knjigom kroz džunglu
- S knjigom u utrobu kita
- S knjigom u more
- S knjigom oko svijeta
- S knjigom na Sjeverni ili Južni pol
- S knjigom u svemir
- S knjigom u 2021. Godini čitanja



READING PROMOTION PROGRAMS IN CROATIA

Čitaj mi / Read to me

Čitanje u fokusu / Reading in focus

Rođeni za čitanje / Born to read

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ČITAJ MI / READ TO ME!

- Started in 2013 as the first national campaign of reading promotion
- Public libraries with the support of pediatricians and scholars as well as UNICEF and the Ministry of demographics
- For newborns and preschool children

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ČITANJE U FOKUSU / READING IN FOCUS

- Started in 2020 by Naklada Ljevak
- Highschool children (age 15 – 18), mentored by their literature professors (around 200 students from entire country every year)
- Reading books by awarded international authors
- Workshops with the authors, translators and literary critics
- Supported by the Ministry of culture and media, Creative Europe and the Ministry of education and science

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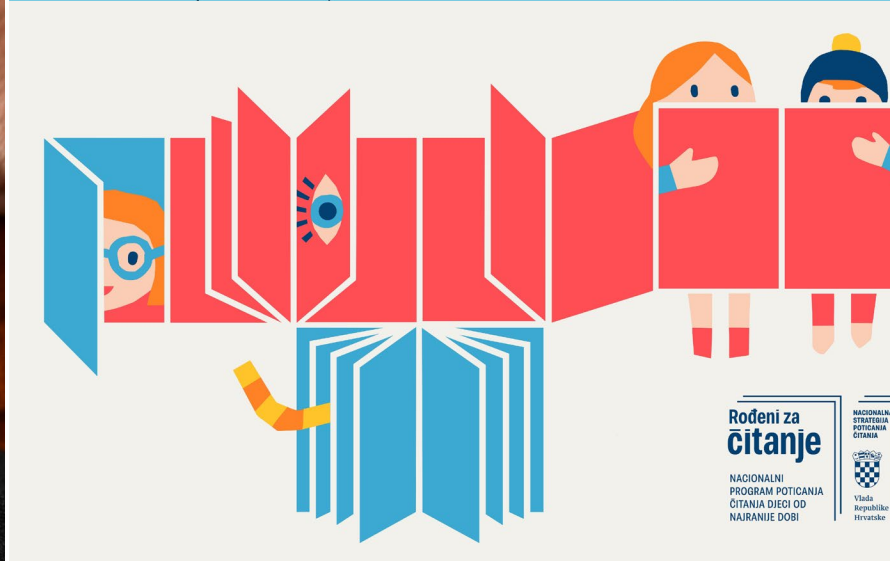
ROĐENI ZA ČITANJE / BORN TO READ

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- In 2023 adopted by the Croatian government as the national program
- Run by the Ministry of culture and media
- Cooperation with pediatricians, but also with the public libraries and kindergartens





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Ministarstvo znanosti i obrazovanja

THANK YOU!

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