

## How do YOU reach young readers?

As part of the RISE Bookselling project, we are gathering concrete, **practice-based examples** of how bookshops and related partners (NGOs, initiatives, sponsors) successfully engage children and young people (especially those aged 9–15) in reading. We are particularly interested in initiatives that have proven effective in motivating reluctant or vulnerable readers, including boys, and that can be adapted across different national and local contexts. Such examples may include:

- Workshops and creative approaches
- Incentive systems
- Gamification (competitions, apps...)
- Social media integration (bookfluencers, booktok, podcasts....)
- Collaboration (with schools, sports clubs...)
- Training and mentoring initiatives (for staff, volunteers, young multipliers)
- Appealing interior design
- etc.

By sharing your experience, you will help shape the **catalogue of actionable best practices** that will form a core component of the RISE Reading Promotion Toolkit. These examples will be shared internationally and support booksellers in their outreach to young readers.

If you are willing to elaborate on your example in a short interview, please fill in the survey **until 31 January 2026**. This should not take more than 5 minutes. The research team of EDUCULT will then get in touch with you.