



The Polish Book Institute

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About us

- A national cultural institution subordinate to the Ministry of Culture and National Heritage.
- Established in 2003, with headquarters in Kraków and a branch office in Warsaw.
- We aim to: promote Polish literature at home and abroad; nurture the development of literary culture and creativity in Poland; initiate and carry out pro-reading activities; support the domestic book market.

The Polish Book Institute promotes reading; supports writers, translators, publishers, librarians and booksellers, as well as those who read and want to read; encourages non-readers to start!

Domestic programmes

- Small Book – Great Person
- Book Discussion Clubs
- BookStadium
- National Reading Development Programme 2.0, Priority 2: “Investing in public library infrastructure”
- Kraszewski: Computers for Libraries
- Certificate for Small Bookshops
- Publishing activities
- Other Traditions Programme
- Ministry of Culture grant programmes in the field of reading development

Small Book – Great Person

The project = nationwide bookstart programme + social campaign

The aim: reminding the audience about the benefits of reading together as a family, right from the first months of a child's life

2017 → 2024

5,500,000

books given to children



1 Newborns



book for the child



booklet for the parents

- 320 state hospitals
- 240,000 children gifted with reading packages (more than 90% of all newborns)



2

Preschoolers



book for the child

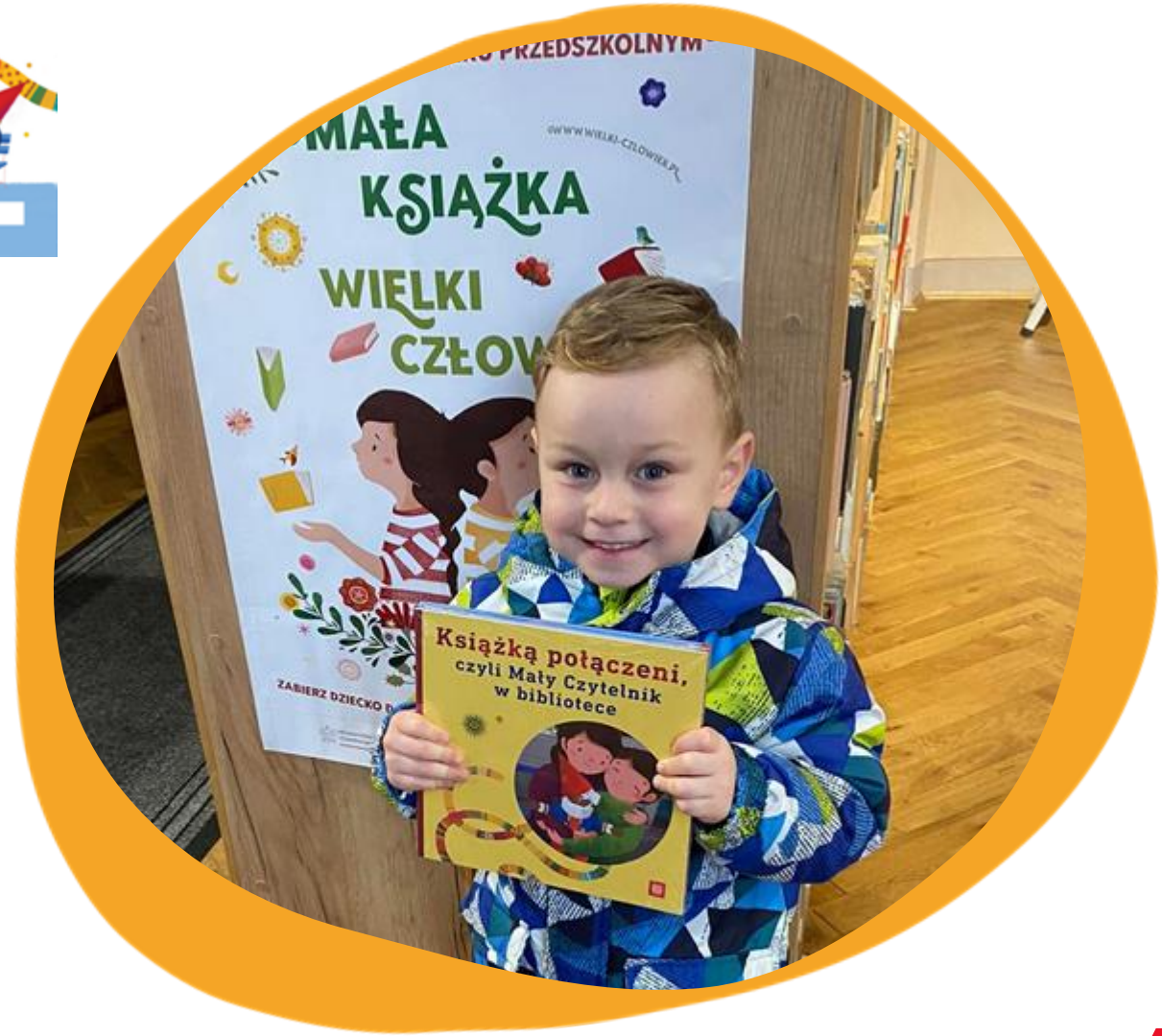


booklet for the parents



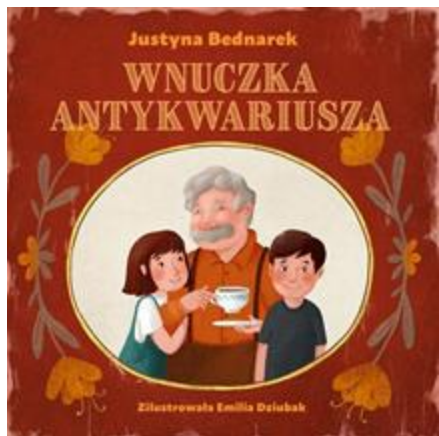
library card

- 6,800 public libraries
- 200,000 children gifted with reading packages



3

School pupils



book for the child



booklet for the parents

- 13,000 primary schools
- 450,000 children gifted with reading packages



Small Book – Great Person: social campaign

- television and radio commercials
- online and print advertising
- collaboration with influencers and reading ambassadors
- events for children



Results achieved

- More than **80%** of respondents declared that they read to their child the book for newborns and preschoolers; fewer parents (around **70%**) used the book for school pupils.
- The project has a stronger impact on **men**, as well as on and people with a **lower education level**; they more often stated that without the received reading package, they would read to their child less or not at all.
- **60%** of the children participating in the project are new library users.
- **50%** of librarians state that the project has led to an increase in the number of adult library users.

Book Discussion Clubs



- Initiative launched by the Polish Book Institute in 2007, rooted in the belief that literature should be a source of communal dialogue accessible to all.
- The clubs primarily operate within public libraries, with members representing a diverse spectrum of ages and social backgrounds.
- The PBI co-finances the clubs' supplementary activities, such as: book purchase and distribution, author meet-ups, lectures on contemporary literature, training sessions, conferences, workshops, competitions for moderators and club members, meetings integrating the community.

Book Discussion Clubs in numbers

- 1,947 clubs currently operating throughout Poland (647 clubs for children and young people; 1,300 clubs for adults)
- 20,000 books purchased annually for the clubs' needs
- over 20,500 members



Photo: Library/Community Cultural Centre in Lutomiersk

BookStadium

- New project promoting reading through sport among children and young people.
- Includes reading workshops, animations and competitions.
- With the help of footballers' biographies and interviews with football icons, we uncover the pleasure of reading for aspiring players.



Investing in public library infrastructure

2021–2025

Implemented within the framework of the National Reading Development Programme 2.0 – a multi-year programme of the Polish Ministry of Culture and National Heritage focused on the improvement of reading in Poland and the modernisation of libraries.



**Narodowy
Program
Rozwoju
Czytelnictwa
2.0**



Investing in public library infrastructure

2021–2025

- Priority 2: *Investing in public library infrastructure: construction, reconstruction, adaptation or modernisation of a library building, including its equipment*
- For municipal-rural and urban-rural libraries, as well as for municipal libraries in towns of up to 100,000 inhabitants.
- The beneficiary contributes between 15 and 35%.
- Preferential criteria include: **energy-efficient** construction, libraries in **historical** buildings, a **higher contribution** from the beneficiary, **ownership** of the property, the arrangement and design of **computer, senior citizen and children's areas**, as well as libraries with **Saturday** opening hours.

Investing in public library infrastructure 2021–2025

The programme is complemented by webinars, consultations and conferences for applicants.



Kraszewski: Computers for Libraries

- Providing libraries with modern computer equipment.
- Giving equal opportunities to residents of places with the lowest tax revenues per capita.



Certificate for Small Bookshops

- Programme created to halt the decline in the number of small bookshops.
- Support for independent bookshops – to strengthen their role as institutions that actively promote reading and culture for local communities.
- Grant may be used for promotional and operating costs, as well as the purchase of bookshop equipment and necessary licences.



**CERTYFIKAT
DLA MAŁYCH
KSIĘGARNI**



Publishing activities

- Online literary journal
- Sponsored magazines

The Polish Book Institute is the publisher and co-publisher of long-established cultural magazines issued on commission of the Minister of Culture and National Heritage Republic of Poland.



OTHER TRADITIONS

publishing programme

- The programme supports valuable writing that would struggle to see publication under strictly market conditions.
- Support for books and magazines.
- The aim: to bring valuable poetry, fiction, essay and research into circulation.

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Ministry of Culture grant programmes in the field of reading development

Operated by: The Polish Book Institute

Funded by: The Ministry of Culture and National Heritage of the Republic of Poland

1. Reading promotion
2. Book partnership
3. Literature
4. Journals

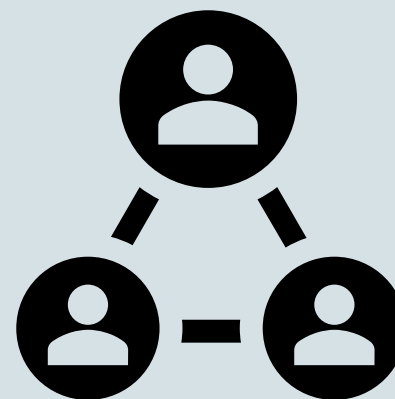


Ministry of Culture and National Heritage
Republic of Poland

Promoting Polish literature abroad

Targeting, connecting and supporting:

- authors
- rights managers and literary agents
- foreign publishers
- translators of Polish literature
- international audiences



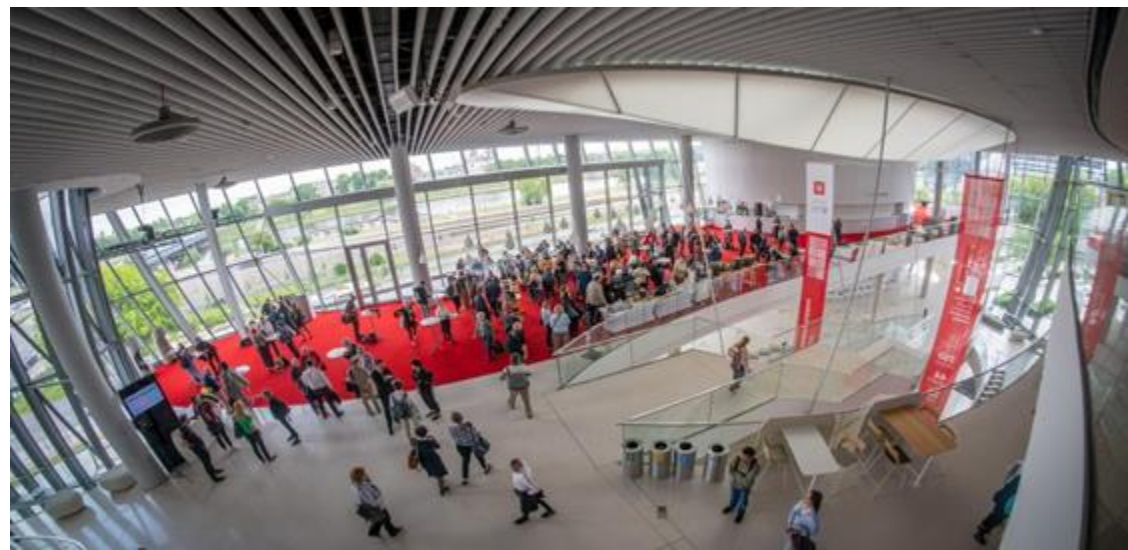
For publishers

- grants for Polish literature in translation (The ©POLAND Translation Programme)
- seminars and fellowships
- Polish collective stands at international book fairs
- catalogues with book recommendations



For translators of Polish literature

- The Translators' Collegium
- workshops
- ©POLAND Sample Translations
- World Congress of Translators of Polish Literature
- The Transatlantyk Prize & Found in Translation Award



For audiences and authors

- organisation and support of authors' participation in international literary events
- collaboration with libraries abroad





Thank you!

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