

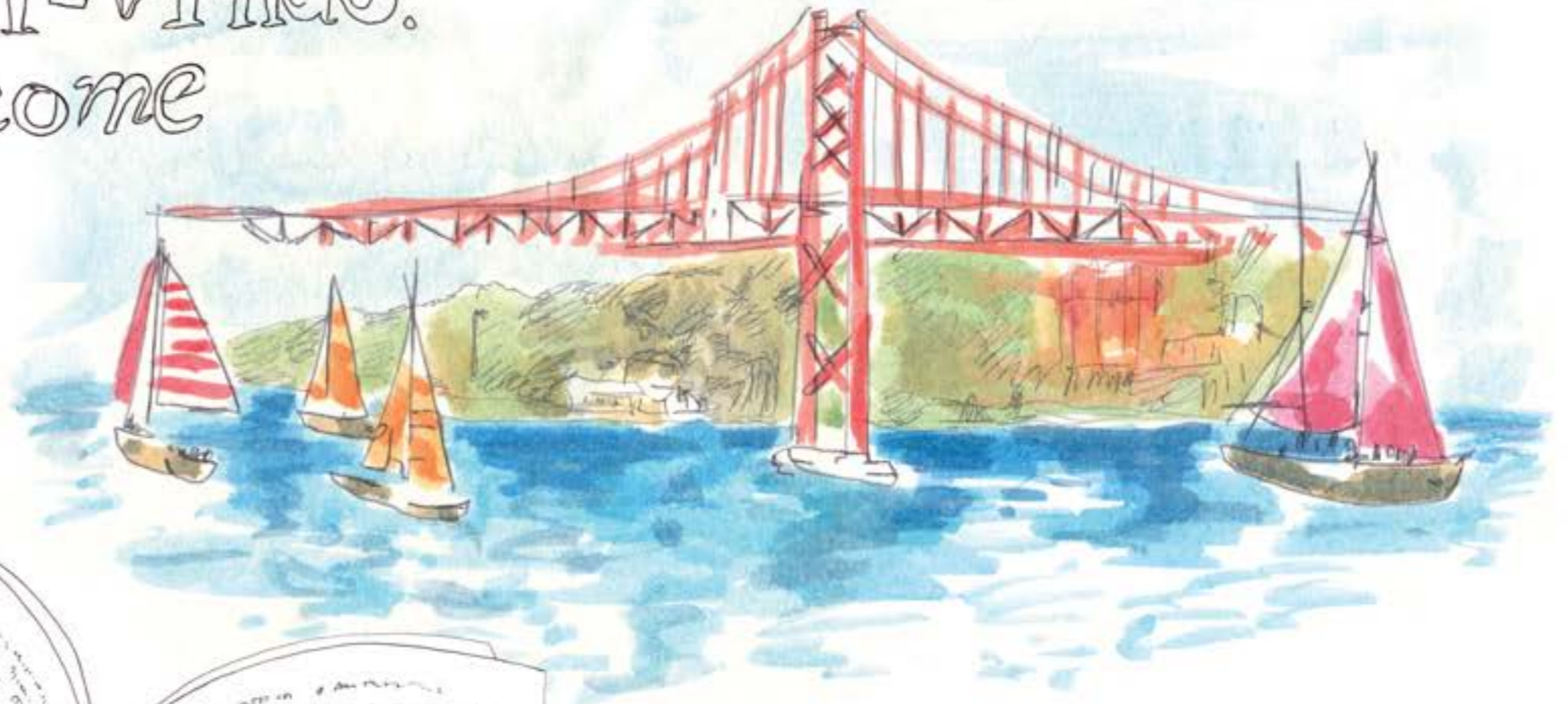


# BOOK 2.0

# The Future of Reading 31 aug 01 sep 

1<sup>st</sup> Edition National Coach Museum, Old Royal Riding School — Lisbon, Portugal

vindo. Bem-vindo.  
Welcome



LIBROK  
# THE Future of reading  
Antigo Pradeiro Real  
magil

# Disclaimer

Passion for books is a timeless feeling that transcends cultures and generations. It is one of the most enriching and rewarding feelings that transcends time and space, allowing us to travel through unknown worlds, explore different cultures and experience different adventures. We open the pages of a book and find ourselves immersed in stories that make us laugh, cry, reflect and dream, where each book and each page turned is a door to a unique universe, created by the brilliant mind of an author.

It is known that reading also makes us more aware of the power of words. We learn to appreciate the beauty of language, the richness of metaphors, and the depth of messages. We discover through reading that the words of a book have the power to transform us, individually and collectively, capable of making us questions, of inspiring us.

The passion for reading also makes us more critical and thinkers. We learn to analyze and interpret information more effectively, to question the status quo and form our own

opinions, improving our communication skills, thus becoming more effective in expressing our ideas and emotions.

Literacy, that is, the ability to read and understand written texts, plays a fundamental role in education and in building a more informed, critical and inclusive society. It not only opens the door to knowledge and learning, but also stimulates imagination and creativity. Promoting literacy in Portugal, and in the world, is an essential mission to ensure that this passion for reading continues to flourish and enrich people's lives.

Open a book and allow yourself to fall in love with reading, as this is a passion that never goes away, it only grows with each page turned.

**Silvia Rodriguez**  
Executive Director Book 2.0

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Avenida Estados Unidos da América n° 97 – 6° Esq

1700-067 Lisboa, Portugal

<https://www.apel.pt/>

Book 2.0

<https://book.apel.pt/>

[info.book@apel.pt](mailto:info.book@apel.pt)

[Facebook](#) | [LinkedIn](#) | [Instagram](#) | [Twitter](#) | [YouTube](#) | [TikTok](#)

#Book20 #TheFutureofReading

### Report Coordinator

Silvia Rodriguez, Madalena Madureira

### Content

APEL team in collaboration with Ricardo Farinha

### Graphic Design

BASLR

### Photos

Sérgio Garcia, Patrícia Fernandes

Edição: Sónia Tomás

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# Book 2.0 #The Future of Reading

31 August — 1 September  National Coach Museum, Old Royal Riding School —  
Lisbon, Portugal

In Portugal, education and reading play fundamental roles in building a **more informed, critical and inclusive society**. Over the last few decades, the country has undergone significant transformations in the field of education and the promotion of reading, seeking to respond to the challenges of a society in constant evolution.

Despite progress, there are still challenges that require maximum attention, namely the **inequality** in access to education and reading that still persists, especially in more vulnerable communities; as well as the promotion of **digital literacy**, fundamental, given the increasing importance of technology in our societies and the opportunities that arise from it.

It was in this context that on August 31st and September 1st, 2023, Lisbon opened its doors to the first edition of what was the biggest event to discuss the future of books and reading in Portugal and Europe, led by the Portuguese Publishers and Booksellers Association (APEL), **Book 2.0: #TheFutureOfReading**.

A journey made up of **three chapters**, bridged by the here and now of books, and the future that awaits them, placing at the center of the debate the main challenges the sector faces, pointing out ways to overcome them, through the voices of great writers, thinkers, leaders and decision-makers of today and the world.

In addition to the various sessions and voices represented, Book 2.0 also presented the conclusions of a study on book **purchasing habits** in Portugal, including analysis of pre- and post-pandemic patterns, as well as book consumption habits. The study, promoted by APEL and conducted by GFK/Intercampus, aimed to boost public policies and strengthen the ecosystem of the book, publishing and education sector in Portugal.

Book 2.0 was established as an event and community with the **mission** to promote reading habits, literacy and education in Portugal, identifying and promoting concrete actions for the development of the society and economy, positioning Portugal in the European context.



2

DAYS

+60

SPEAKERS

+500

PARTICIPANTS

BOOK 2.0

# The Future of Reading

+240

APEL MEMBERS

+10

PARTNERS

## About APEL

The Portuguese Association of Publishers and Booksellers (APEL) is a nonprofit association with Public Utility status, founded in 1974 — originating from the Class Association of Booksellers of Portugal created in 1927 —, and is composed of individuals engaged in the activities of publishing, bookselling, antiquarian book dealing, distribution, resale, or export of books, as well as being a collective management organization for the copyright of these same operators. APEL organizes the Lisbon Book Fair, which annually brings together thousands of visitors in the capital city. This event has made its mark since 1931 and continues to be one of the country's main cultural events. The latest and 93rd edition in 2023 welcomed a total of 894,000 visitors, the highest number recorded to date.

### # DID YOU KNOW?

- ▶ The Lisbon Book Fair held its first edition in the iconic Eduardo VII Park in 1980.
- ▶ In 2023, the 93<sup>rd</sup> edition of the Lisbon Book Fair had approximately 890,000 visitors.
- ▶ The ISBN (International Standard Book Number) is a 13-digit number that uniquely identifies internationally published books.
- ▶ APEL has been the Portuguese ISBN Agency since 1988 and is responsible to assigning numbers to publishers based in Portugal, Angola, Cape Verde, Guinea-Bissau, Mozambique, São Tomé and Príncipe, and East Timor.
- ▶ The National ISBN Agency assigns an average of 19,700 ISBN numbers per year and has approximately 21,800 registered publishers.

“

**To promote reading and boost literacy, alongside the evolution and the resulting social transformations, while keeping a keen eye on new digital demands, inclusion, and sustainability — all of which are crucial for the prosperity of the industry.”**

— **Pedro Sobral**

# President of APEL



# The power to transform our world

The power to transform our world lies in the hands of each individual, and as agents of change, we all have the potential to positively or negatively impact the world around us. But the **power of transformation** extends beyond the individual. When united in communities and societies, we are able to create meaningful, structural change by influencing policies, laws and social norms.

New technologies also offer incredible tools to transform the world. **Global connectivity** allows ideas to spread quickly, enabling collaboration on a global scale to solve pressing problems such as climate change, poverty and inequality, and education. However, the power of transformation brings with it great **responsibility**. An opportunity accessible to everyone to shape the world we live in.

# The power to transform our world

**Pedro Freitas** # Poet of the City, Portugal

## THE FIRST PAGES OF A BLANK BOOK

The vitality of younger people and the data that shows that younger age groups buy more and more books, is explained by the role that digital platforms (such as TikTok) have played in this paradigm shift, increasing reading habits. Digital reality increasingly has enough weight to be able to **change a society**, where young people today have more **media space**, even though this is a progressively more unpredictable world, with an insurmountable void in the relationship between the digital and the concrete.

## POETRY FOR EVERYONE

The institutionalization of poetry and the figure of the poet constitutes one of the biggest challenges for the Portuguese society. We stopped discovering reading and the writer through what they print on their way of seeing the world and a country that looks at books as a **common object**, a decorative object to be on the shelf, instead of a central proof

for the commitment to its own future, is a country on the verge of ceasing to be one.

## READING OF EXCERPTS FROM THE POEMS

**"Literature, which is art wedded to thought"**  
**Book of Disquiet,**  
**by Bernardo Soares**

*"Literature, which is art wedded to thought and realization untouched by reality's stain, seems to me the end toward which all human effort should strive, if it were truly human and not an extravagance of the animal.*

*I believe that to say a thing is to preserve its virtue and take away its terror.*

*Fields are greener in the saying than in their greenness. Flowers, if described with phrases that define them in the imagination's air, will have colors with a permanence the cellular life does not allow." (...)*

**"Twilight of the Gods",**  
**by Sophia de Mello Breyner**  
(...)

*"But behold, they faded away, The ancient gods sun within*

*the things, Behold, the void that separates us from things has opened, We are hallucinated by absence, intoxicated by absence, And to Juliano's messengers, the Sibyl replied: «Go tell the king that the beautiful palace lies broken on the ground, Phoebus no longer has a hut or prophetic laurel or melodious spring, The speaking water fell silent."*

## CURIOSITIES

► In 2014, at the age of 16, after seeing a poster at school, Pedro enrolled in the "Dá Voz à Letra" reading contest, organized by the Calouste Gulbenkian Foundation, having reached the Finals.

► In 2017, Pedro participated in the television program "Got Talent Portugal" reciting poetry.



“

**A book is an essential brick for the construction of our immaterial being, to build the bridge that crosses the insurmountable void.”**

— Pedro Freitas



“

The importance that books continue to have among younger people, who currently represent the age group where books are most purchased... these numbers make us believe that it is possible to change habits for future generations.”

— Pedro Sobral

“

Through books, building the Portugal we all want for ourselves and for future generations.”

— Pedro Sobral



# Welcome to the Publishing World

Pedro Sobral # President of APEL (Portugal)

## CONVERSATIONS FOR THE FUTURE OF READING

All stakeholders from the publishing sector, from writers to editors, including executives, experts and policy makers in a joint reflection in search of a modern, free and sustainable education system, in which complementary digital content is already a reality, highlighting the role of editors to give a voice to writers, especially by holding on to the books that disturb us.

## APEL STUDY RESULTS

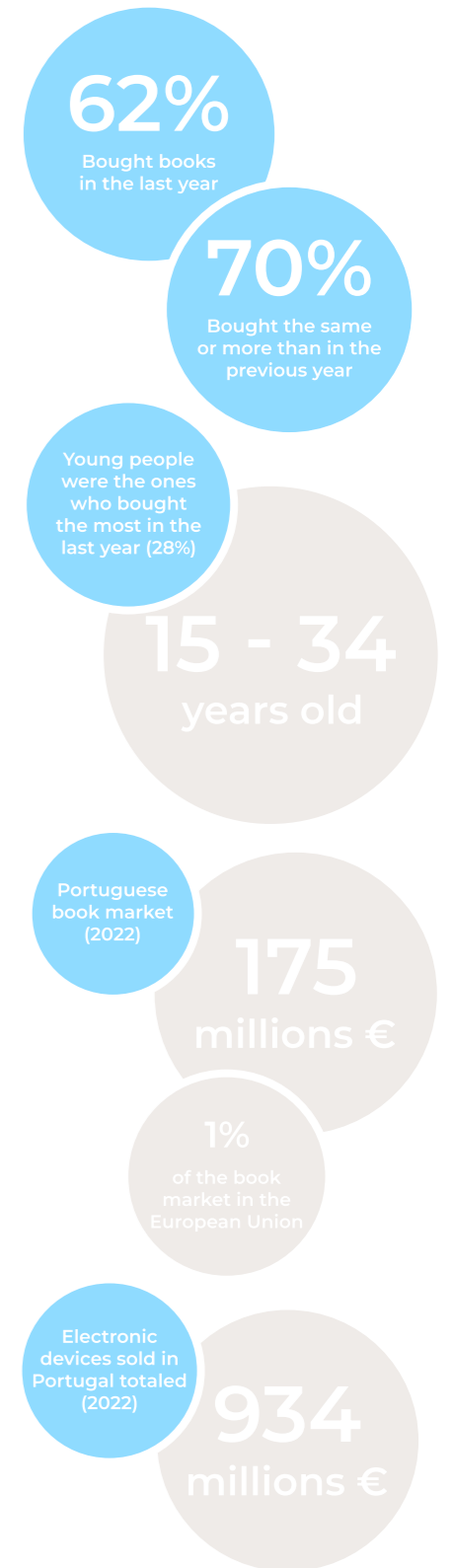
APEL promoted a study by GFK/Intercampus in July 2023, on the characterization of the Portuguese publishing market and purchasing habits in Portugal. The data collected allows us to conclude that 62% of respondents bought books in the last year and, of these, 70% said they bought the same or more than in the previous year. The study also found that young people between 15 and 34 years old continue to have the habit of buying books, being the ones who bought the most in the last year (28%). The Portuguese book market audited represented 175 million euros in 2022, just 1% of the book market in the European Union,

which is worth around 27 to 28 billion euros per year and significantly less than the Spanish market which is worth 2,5 billion euros. Comparatively in the same year of 2022, electronic devices sold in Portugal totaled 934 million euros.

## PROMOTION OF PUBLIC POLICIES

With this study, APEL aims to contribute to the promotion of **public policies favorable** to books and reading, while strengthening the ecosystem of the book, publishing and education sector in the country. Examples such as the book voucher for all residents in Portugal over 18 years old, updates to the Fixed Price Law to reflect changes in post-pandemic market conditions, strengthening the budgets of national and school libraries, as well as the readjustment of school curricula of Portuguese learning.

Book 2.0 is the ideal space to launch these conclusions, challenging each of us to do our part, finding practical ways to find solutions. A **constructive dialogue** between civil society, represented by APEL, and policy makers from the Ministry of Education and the National Reading Plan.



# The Publishing Industry at the International Sphere

**Karine Pansa** # President of International Publishers Association — IPA (Brazil)

## MISSION OF INTERNATIONAL PUBLISHERS ASSOCIATION

The largest federation of its kind worldwide, bringing together 92 associations from dozens of countries, founded in 1896 in Paris, which defends above all copyright and **freedom** of publication by publishers. IPA operates in countries with very different realities, with regions where publishers still face intimidation, imprisonment or even death for what they publish, but on the other hand, the educational role of books in Africa or India has been extremely important.

## CHALLENGES OF NEW TECHNOLOGIES

Book fairs are flourishing with each passing day, where the book sector is recovering since the pandemic with enormous resilience, in which the digital infrastructures that make audiobooks and e-books available are growing all over the planet. **Copyright protection** has always been the foundation of the publishing industry and although the sector is at a fascinating crossroads, at a

time when copyright is being challenged by technological forces, it is important that the sector remains united and resists, undertaking work joint, partnership and coordinated action in a hybrid model— printed and digital.

## MORE DIVERSITY, INCLUSION AND SUSTAINABILITY

Can we better represent the richness of our society through the books we publish? A greater gender ratio in the workforce? We do a great job of publishing books on sustainability issues, but are the businesses themselves sustainable? There is still a long way to go.

## # RECOMMENDATIONS

- ▶ It is important to stimulate the pleasure for reading.
- ▶ Promote a series of public policies, such as book vouchers and zero VAT for all books.
- ▶ Important to use new technologies in the sector, but not to transform everything into digital.



**We need to emphasize how digital our businesses are and how we embrace technology, to justify the need for new laws that protect copyright.”**

— *Karine Pansa*



**92**  
Publishers' organizations

**76**  
Countries on all continents

● COUNTRIES IN WHICH INTERNATIONAL PUBLISHERS ASSOCIATION IS PRESENT

# The Future of Publishing in the **Digital Era**

The rise of the digital realm has been transforming literature, introducing **new ways of reading and writing**. From iPads to Kindles, from ebooks to audiobooks, including social media and, more recently, artificial intelligence, which has been gaining more prominence in society and also in the book industry. Despite the inevitable force of the digital age, physical books have endured in history as tangible symbols of great ideas and thoughts. The **intimacy and sensory experience of reading a printed book** are unlikely to be equaled. So, what's at stake? What challenges and opportunities exist? How can books become more integrated into our lives?

# Books: For Your Own Physical and Mental Health

**Daniel Sampaio** # Full Professor of Psychiatry at the Faculdade de Medicina de Lisboa (Portugal)

**João Tordo** # Writer (Portugal)

## LOVE AND BOOKS

The psychic nourishment of us all is love. And books are the **nourishment of the mind**. However, traditional books have ceased to be objects of love for adolescents. Although young people constantly read on their phones or computers — especially text messages — traditional books have lost their prominence, although the results of the study presented by APEL help mitigate this trend. Despite the publishers' great effort during book launches, it's important to provide sustained reinforcement over time for books to endure. The future of books will be defined by how young readers rediscover their **passion** for reading.

## YOUTH PHASE

Many children read, and many parents read to their children (including bedtime stories), and they even visit book fairs as a family. However, in the classroom and at home, there comes a point where parents stop reading to their children, causing young readers to miss out on this **important time** of their lives when they have many

things to think about or listen to. To convey the message that reading is a pleasure, it is counterproductive to impose mandatory readings in schools. There is an opportunity to allow young people to choose books suggested by teachers and parents.

Books can also be seen as the most powerful tool for a person's **identification and social inclusion**. It is during the youth phase that violent thoughts, social disturbances, a tendency towards isolation, and typical boredom sometimes emerge. Here, books can serve as a powerful tool to provide comfort by showing that one is not alone in a world that interacts in silence but where characters always emerge in much more extreme conditions.

## THE CHALLENGES

The significant difference between today and the past, when reading **habits** were firmly established, is the Internet. It is through digital means that we can encourage young people to read. It begins at home, where parents should promote reading, even with podcasts or other digital formats.

## # RECOMMENDATIONS

- ▶ Efforts made by publishers to cultivate a love for reading during adolescence.
- ▶ Encourage reading through digital formats.
- ▶ Allow children and young adults to choose their readings from a list of suggestions provided by teachers and parents.
- ▶ Reading sessions in the classroom are crucial.
- ▶ Public readings presented by authors themselves — a common practice in the United Kingdom and the United States of America.

“

**The death of the book has been announced many times and will not happen.”**

— *Daniel Sampaio*

**We don't feel alone when we read something we identify with.”**

— *João Tordo*



## 🔍 CURIOSITIES

► Ana Maria Magalhães and Isabel Alçada began writing stories to engage their students in reading, until they decided, in 1982, to publish their first book, "An Adventure".

► After 40 years of its release, the "Na Adventure" collection has over 60 titles published, with approximately 800 reprints.



**One thing is the work of the language, another is pleasure guided reading.” — Isabel Alçada**

**At times, with the eagerness to turn them into readers, we push them away from books.”**

— Ana Maria Magalhães

# Starting from Birth: Challenges and Opportunities

AUTHORS OF THE YOUNG ADULT FAMOUS SAGA "AN ADVENTURE"

**Isabel Alçada** # Author and Former Minister of Education of Portugal (Portugal)  
**Ana Maria Magalhães** # Author of Junior and Children Literature (Portugal)

## STIMULATION FOR SOCIETY

Reading is an extraordinary source of knowledge and allows for cognitive and emotional development. Reading changes how neurological connections are formed in the brain. It helps individuals go further in everything: in interpretation, in criticism, and serves as a stimulus for both individuals and societies. Writers, publishers, teachers, journalists, and families **all have a role** to play in making Portugal a nation of readers.

## STARTING AT SIX MONTHS OLD

Reading should not be driven by necessity or obligation. People become readers through a gradual process that begins quite early **in childhood**, from around six months of age, when parents flip through books — even though children cannot speak or read. Spontaneous readers are very few; the vast majority need stimulation to realize that a book can be a magical gateway to alternate worlds, stimulating imagination and vocabulary acquisition. In the beginning, reading should be done with the child's involvement, allowing them to complement the reading, which creates a sense of accomplishment that reinforces self-esteem and self-confidence associated

with the book (avoiding stories that bore or frighten them), thus making it a **desired object**. It is essential to have positive reading experiences that engage readers in feelings of love or friendship, where there are emotions related to what is being read. In the early stages, reading should always be a pleasure. Family and school are the most important institutions in this process.

## ENCOURAGING A ROUTINE

While obligation may not be the best approach, it's important to establish a certain **reading routine**. Adult readers should engage in conversations with children about what they have read, fostering a critical and reflective spirit that stimulates intellect and a love for reading. However, parents often disconnect from their children's reading once they become independent readers, which is a mistake because, although they can seemingly read, they haven't acquired all the decoding automatism. In this regard, schools and teachers are essential for overcoming comprehension obstacles while respecting children's opinions and preferences, and encouraging active participation in book selection. **Guided reading** in the classroom and the role of school libraries are also crucial.

When reading aloud in school, it's important for students to follow along with the text instead of passively listening.

## THE SUCCESS OF THE BOOKS "UMA AVENTURA"

The success can be explained by the values of friendship and solidarity that are conveyed in a subtle way. The stories must be immediately visualizable. The more complex the idea, the simpler the text should be. Additionally, when writing for a young audience, one should use **everyday language** and avoid idiomatic expressions that have fallen out of use, thus adapting the books to the new standards of younger readers.

## # RECOMMENDATIONS

► Do not force reading, as it can have the opposite effect.

► Encourage reading from as early as six months old.

► There should be accompanied reading followed by reflexions on what has been read.

► Students should participate, along with teachers, in the choice of the books to be read in school.

► When writing for young audiences, use simple language and incorporate engaging themes.

# Commedia a La Carte

**Gustavo Miranda**  Actor and Comedian at 'Commedia a La Carte' (Colombia)

**Carlos M. Cunha**  Actor and Comedian at 'Commedia a La Carte' (Portugal)

## TWO BOOKS ON THE ORIGINS OF COMMEDIA

It was thanks to their love of reading from a young age, and two books, that in the year 2000 the idea of creating Commedia a la Carte emerged — which has already gone through several names in improvisational humor. Ricardo Peres had embarked on a trip to the United States and ended up in stand-up comedy clubs. It was there that he acquired two books, written by Keith Johnstone and Viola Spolin, masters in this field, which led him, upon his return to Portugal, to form Commedia a la Carte. The Colombian

Gustavo Miranda shared that, around the same time, he started doing improvisational comedy in his country and that storytellers and the construction of narratives present in theater and books were fundamental to developing his interest and **artistic ability**, including his work as a playwright, where he **uses writing as his main tool**. The concept of uncritical flow, of letting **creativity flow without limits** and only shaping it later, is the basis of the improvisational shows they present. A place on the border between the improvised and the written.



“

**Improvising is the game of constantly writing and erasing.”**

— *Gustavo Miranda*

**It was precisely from these books that we started this adventure that is now 23 years old.”**

— *Carlos M. Cunha*

“

It's the most adaptable companies that will survive, not necessarily the largest.”

— Joachim Kaufmann

antes de Livros, tal como Tu  
vers, just like you



“

What gives us hope is to know that if we are good, we will captivate the readers.”

— Michael Tamblyn

# Booklovers: New Formats and Business Models

MODERATED BY **Pedro Santos Guerreiro** # Executive Director of CNN Portugal (Portugal)

**Joachim Kaufmann** # CEO de Carlsen Publishing (Germany)

**Michael Tamblyn** # President & CEO of Rakuten Kobo (Canada)

## THE COMPETITION FOR TIME

More than a competition between digital and physical formats, the competition in the book industry is a **battle for time** and attention. During the pandemic, there was concern in the industry about the closure of bookstores, but the periods of lockdown experienced in recent years have given people more time, which is now considered the most precious commodity. Digital formats provide an effective solution to attract more readers in the sense that they meet the reader where they are, offering a practical perspective on incorporating reading into daily life. The challenge and **fiercest competition** lie in trying to find that time, where there is an ever-increasing amount of fiction to be read and listened to, and a concentration of diverse reading audiences. In this landscape, the sale of one book at a time persists, unlike the package or subscription model seen in the film or series industry.

## NEW WAYS TO CAPTURE ATTENTION

There is growing concern about the **fragmentation of attention** on social media

and digital platforms. At a time when some companies even put a price on our attention and are monetizing it, and when social media can play a crucial role in adolescence, when young people typically distance themselves from literature and are highly influenced, it's important to continue finding new ways to capture attention and work with **algorithms** for the purpose of promoting reading. Constant innovation is essential to invest in various physical and digital formats in a world that is always changing, and where the publishing sector is no different, aiming to make literature accessible to everyone.

## # RECOMMENDATIONS

► Social media companies and digital platforms can adjust algorithms to better capture the attention and focus of readers.

► Digital platforms as important tools for attracting more readers by meeting them where they already stand.

► Continuous innovation and ongoing adaptation to the ever-changing reality are necessary.

► To rethink public policies in order to find new ways to increase reading and make it accessible to everyone .

## ? CURIOSITIES

### RAKUTEN KOBO

► The name Kobo is an anagram of book.

► Is the world's only dedicated digital bookseller.

► Owned by Tokyo-based Rakuten and headquartered in Toronto.

► With more than 30 million readers and 5 million titles available worldwide.

### CARLSEN PUBLISHING

► Founded by Danish publisher Per Carlsen in 1953 started as a children's and young adult publisher.

► Since 1967 publishes comic books — starting with “Tintin” by Hergé, and in 1997 Japanese Manga, with Akira Toriyama's classic “Dragon Ball”.

► It is Germany's market leader in children's books and excels in picture books.



# Artificial Intelligence: Opportunities and Challenges

**Eduardo Ferreira** # Head of Innovation Capgemini Portugal (Portugal)

## THERE ARE NO RISKS, ONLY CHALLENGES

Every generation goes through technological revolutions where it's important to know how to react and adapt. Currently, tools like Generative AI, such as ChatGPT, are gaining prominence. They offer increased efficiency, reduced errors, cost savings, permanent availability, and evidence-based business opportunities. These solutions should be seen as **allies** rather than enemies of the publishing industry. Since technological progress is already underway, the only viable response is **adaptation** to avoid being overtaken by competitors and to seize new opportunities for innovation. For example, writers may have the ability to produce a greater volume of work and, consequently, earn more income.

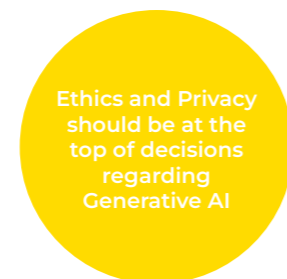
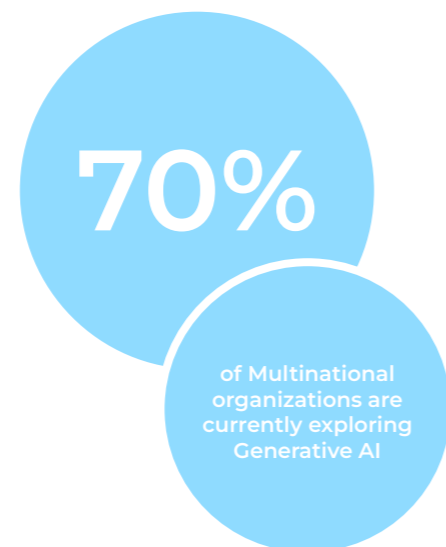
The greatest concern is still associated with misinformation, where more human presence will be necessary to regulate the digital realm, ensuring that **ethics and privacy** are at the forefront of decision-making.

## # RECOMMENDATIONS

- ▶ Flexibility and adaptation

in the face of challenges, where experimentation should be essential.

- ▶ The use of artificial intelligence tools from the perspective of opportunities and benefits for the sector.
- ▶ It's crucial to establish regulations for the digital sector with an ethical perspective and a focus on privacy protection.



“

**Test, take risks. Innovation is just like reading: It does not stop, it keeps going and going.”**

— Eduardo Ferreira



“

As I had very few friends that read, through TikTok I found other readers that took interest in discussing and recommending books.”  
— Maria João Faria

# #BookTok: TikTok a Support to the Publishing Industry ‘Renaissance’

**Pedro Sobral** # President of APEL (Portugal)

**Yasmina Laraudogoitia** # Public Policy & Government Relations Manager, TikTok Spain & Portugal (Spain)

**Maria João Faria** # BookToker & Digital Content Creator (Portugal)

#BookTok: TikTok o suporte para o ‘Renascimento’ da Indústria Editorial  
#BookTok: TikTok a Support to the Publishing Industry ‘Renaissance’



“

These digital content creators have a lot of influence, they can bring together people who share the same passion.”  
— Yasmina Laraudogoitia

## THE #BOOKTOK PHENOMENON

TikTok is one of the most widely used social media platforms worldwide by teenagers and young adults. In recent years, a #BookTok community has emerged within the platform, where people share reading suggestions and may even engage in **literary criticism**. This has led to a significant increase in book sales across various genres, and some attribute this TikTok trend as one of the main reasons for the growth in book purchases among younger age groups in countries like Portugal.

More and more young individuals, like Maria João Faria, are emerging as **BookTokers**—digital content creators on TikTok who focus on literature. These are young people who have had a love for reading from an early age but may have encountered the idea during their basic education that reading is not "cool" and sometimes even had to hide their reading habits. The BookTok phenomenon has thus become a **new trend** among young people who enjoy receiving book

recommendations (and even reflecting on them) from someone their age and/or who shares **common interests** because they feel they can better relate to these suggestions than those conveyed by traditional media.

## A NEW PATH FOR TIKTOK

It's certain that this is a trend, but the question is whether or not it's here to stay. Nobody has certainties, but this trend opens a window for exploring new content for the TikTok universe, recognizing that attention is captured during moments of fun or relaxation, and where the openness to receiving new information is higher. It represents a **new path** in redesigning an international transparency strategy, where data protection is paramount, but where digital content creators also have an active role and **responsibility** for their posts.

## ALGORITHMS ENCOURAGING READING

#BookTok is becoming an increasingly significant platform for selecting books to read. Moreover,

the algorithm of this social network often leads users to view content that is not directly related to their regular interests, which means that many book-related videos may appear to users who had never actively sought them out. Undoubtedly, this presents a **significant opportunity** for the publishing market.

## # RECOMMENDATIONS

- ▶ Repurposing digital platforms like TikTok (and others) as tools to promote reading among young people.
- ▶ Encouraging digital interactions and discussions among literature enthusiasts to inspire those who don't read nor have a regular reading habit.
- ▶ Providing reading recommendations and books that are more aligned with the interests of young people through traditional means.
- ▶ Larger connection as well as expansion opportunities between the digital world and the publishing market.

# Literature, Poetry and Music to Unleash Human Potential

**Dulce Maria Cardoso** # Romance Author (Portugal)  
**Isabela Figueiredo** # Journalist, Professor and Author (Portugal)  
**Tânia Ganhó** # Writer and Literary Translator (Portugal)

## THE CHALLENGES OF THE CULTURAL SECTOR

The cultural sector in Portugal faces various recurring challenges regarding its **sustainability** within the current market-driven framework. It's not easy to measure the value of creative arts — ranging from writers to cinema and performing arts — which often heavily rely on public subsidies. The conditions are not in place for authors to persist within a supply and demand framework, where support is limited, and public funding criteria constrain the creation and showcasing of talent in a country that isn't strong or wealthy enough to provide sufficient support and a higher quality of life.

## CREATIVITY AS A HUMAN POWER

Reading is a process of expanding the human brain and opening up to numerous possibilities, a path to **awakening** one's full

potential. Individuals who cultivate the habit of reading absorb more knowledge and promote personal and professional growth. However, the development of human potential naturally leads to **change**, which often brings insecurities and associated barriers that can limit the expansion of human capacity. Moreover, with the emergence of artificial intelligence, the concern is even greater, as new technologies are seen as a new "creative god," sidelining human creativity and reducing it to a mere mold for technological tools.

## SLOW LIVING

There's often a significant gap between what young people experience in real life and what they learn in schools. Sometimes, it's necessary to start with lighter literature to eventually delve into great works. The risk is that this approach may create a

distance from reading, thinking, and human development. No one starts as a top-tier athlete, and reading requires practice. Moreover, life in contemporary societies is lived at an extremely **fast pace**, and children and adolescents struggle to manage boredom (or stay away from screens), yet it's in these moments of boredom that creativity often emerges.

## # RECOMMENDATIONS

- ▶ Raising awareness among policymakers and institutions to streamline the rules of the cultural sector market to support the profession of writers.
- ▶ Providing a basic unconditional income for artists.
- ▶ Establishing reading clubs in schools with the participation of teachers.



“

The art of Creation is the biggest power humans hold.”

— Dulce Maria Cardoso

Writers build immaterial bridges that serve as a leap forward.”

— Isabela Figueiredo

“

I see a book as an object of slow living, which provides an environment for introspection.”

— Tânia Ganhó



## Chapter I • Reflections

*Anselmo Crespo*  New Content Director at TVI/CNN Portugal (Portugal)

### **TIME FOR OUR PASSIONS**

We all have many passions in life and we know it is almost impossible to have time for them all, which is why reading is often left behind. There is a struggle between business models — digital and physical books — in a current trend of package sales, in which technology is here to stay but is here to help too. The most important is not how people read, but that they read and for it be contents **with quality**. In the social communication sector there is an **increased responsibility**, knowing that the media supports people's education and training. But where we should set **freedom of choice** — so everyone can become a reader. Also, books should be bought to actually be read, not to fill a bookshelf at home. An act that should be natural for all societies. For our mental health and social inclusion.

“

**We need to democratize reading.”**

— *Anselmo Crespo*



ABOK 2.0  
# THE FUTURE OF READING  
*Antigo Livro Real*  
*magil*

# From Ecological Footprint to Rethinking Diversity

The world is changing, and books are changing with it. We want books to be like the world: in print or digital form, inclusive, sustainable. The climate crisis demands that all business models be rethought in light of this new reality, and the book industry is no exception. It's crucial to take a **close look** at the entire value chain, especially in a time when **carbon neutrality** is imperative. There are also many voices around the world that continue to go unheard. **Representation** is vital for a fair and diverse society, and books should be at the forefront.

Can books continue to transform our world in favor of the regeneration of our planet? How can books fulfill this mission while also serving as vehicles of information and instruments for giving voice to people? What role does reading play in the prominence of screens, through the lens of sustainability, and in the mirror of representation?

# 17 Goals to Transform our World: Restoring Trust and Inspiring

**Anselmo Crespo** # New Content Director at TVI/CNN Portugal (Portugal)

**Maria Neira** # Director of Public Health & Environment at WHO (Spain)

## FOR OUR MENTAL HEALTH

The book, as an object, is a significant contributor to **mental health**, given the power of abstraction it provides, among other benefits. It also plays a fundamental role in disseminating information, as there is an increasing demand for answers in the field of health and disease prevention.

## ACCESSIBLE TO ALL

Books are also **vehicles for social inclusion** in the sense that they provide an opportunity for a better future in less developed countries, allowing people to gain knowledge and the capacity to dream. Therefore, they are one of the most important elements contributing to **democratization**. It's no coincidence that in authoritarian societies, the first things to eliminate are books and knowledge, which underscores the heightened importance of public libraries in these regions.

## VEHICLE OF INFORMATION

The importance of the information conveyed by books as a way to counter digital fake news is also emphasized — especially on health-related topics, particularly during the pandemic in recent years. Being well-read makes it easier not to believe in conspiracy theories. **Literacy is crucial** for not falling for misinformation.

## FACT NUMBERS

**World Mental Health Report “Transforming Mental Health to All” — by the World Health Organization (WHO)**

► In 2019, nearly one billion people – including 14% of the world's teenagers – were living with a mental disorder.

► Around 1 in 7 of the world's adolescents have a mental disorder

► Depression and anxiety increased by more than 25% in just the first year of the pandemic.

► Suicide accounts 1 in 100 deaths globally and 58% occurred the age of 50.

► Child sexual abuse and bullying victimization are the main causes of depression.

► All 194 WHO Member States signed the [Comprehensive Mental Health Action Plan 2013–2030](#), with commitments to global goals to transform mental health.

## # RECOMMENDATIONS

► Encouraging reading not as an obligation but as a tool to combat mental health issues and disease prevention.

► Books contribute as a solution to the democratization of developing countries as a source of knowledge and expansion of societies.

► To promote reading points with books and activities throughout the cities.

“

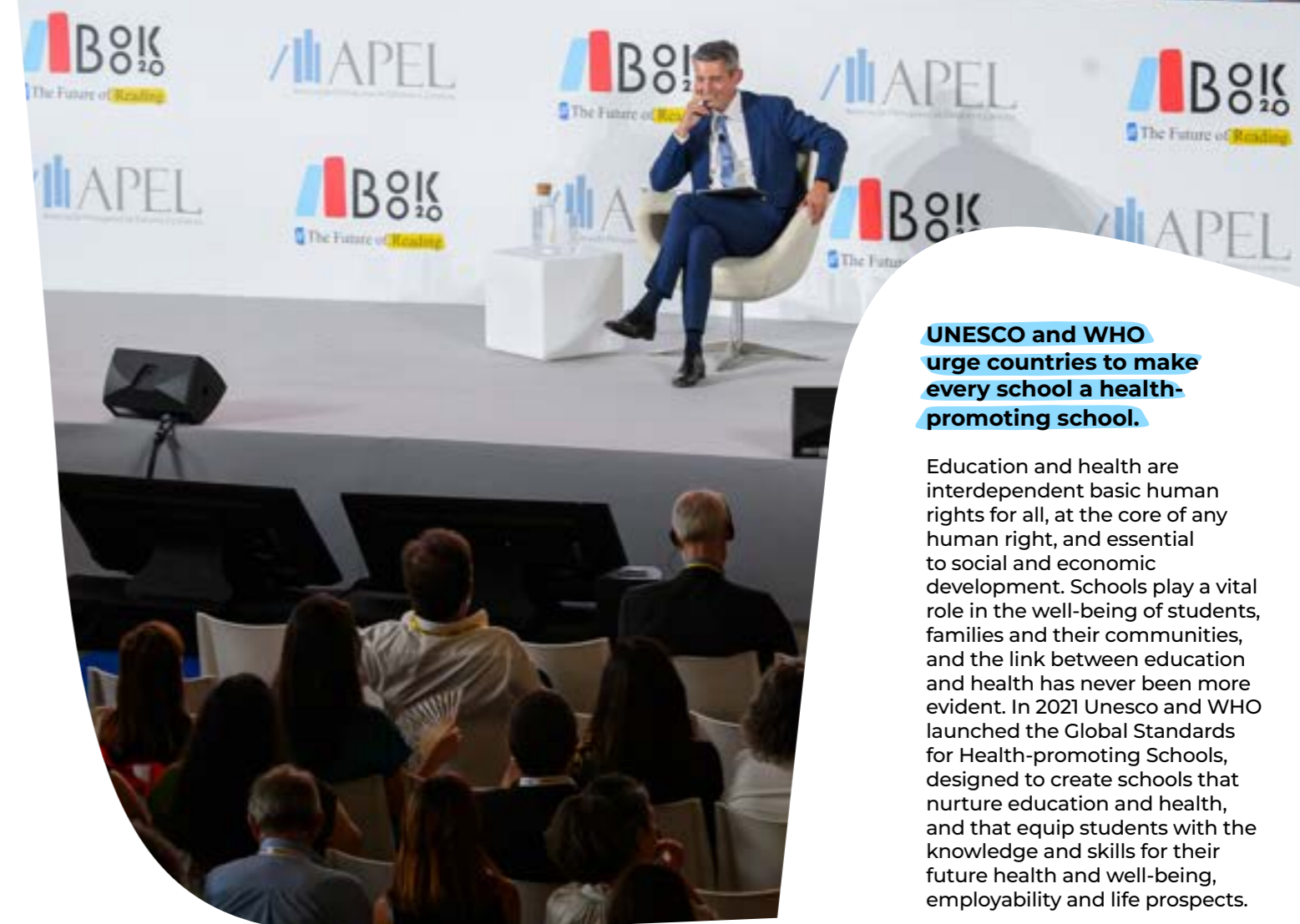
**Without books, society will never develop from the education point of view. It will always be poor.”**

— *Maria Neira*



17 **Objetivos** para transformar o Mundo:  
Repôr a Confiança e Inspirar a Esperança

17 Goals to Transform our World: Restoring Trust and Inspiring Hope



**UNESCO and WHO urge countries to make every school a health-promoting school.**

Education and health are interdependent basic human rights for all, at the core of any human right, and essential to social and economic development. Schools play a vital role in the well-being of students, families and their communities, and the link between education and health has never been more evident. In 2021 Unesco and WHO launched the Global Standards for Health-promoting Schools, designed to create schools that nurture education and health, and that equip students with the knowledge and skills for their future health and well-being, employability and life prospects.



An unread book is a waist.”  
— Rachel Martin



Decarbonization is one of the greatest challenges of our generation.”  
— António Redondo

# The Road to NetZero: What Is The Impact of Printing Books?

**António Redondo** # CEO of The Navigator Company (Portugal)  
**Rachel Martin** # Global Sustainability Director at Elsevier (Netherlands)

## THE PATH TO DECARBONIZATION

Net Zero is the internationally agreed-upon goal to mitigate the short-term effects of global warming. This requires advancing decarbonization (replacing carbon-based energy sources), with the aim of reducing **15% of the planet's carbon emissions by 2050** — minimizing the amount of greenhouse gases emitted into the atmosphere. This **goal** is only achievable through the efforts of all economies, businesses, and citizens in their daily lives.

## THE DICHOTOMY OF PAPER AND DIGITAL BOOKS

Digital technology has been an ally for all stakeholders in the industry, but according to a Norwegian study, the **carbon footprint** of printed books is 10 times smaller than that of ebooks, as reading digital books requires purchasing tablets or other electronic devices that are mostly not made from recyclable materials — unlike physical books. If we talk about digital books for desktop consumption, the carbon footprint is 30 times greater than that of printed books. In this context, **recycling** is undoubtedly one of the major challenges, where more than 70% of

paper in Europe is recycled, compared to 17% of e-readers.

## NEW FORESTS FOR THE PLANET

In addition to the established objectives of Net Zero and the role of recycling extended to the entire industry, **reforestation of our planet** — without affecting existing cities or agricultural lands — is considered one of the best and most effective solutions to combat climate change. Currently, the paper produced comes from forests specifically created for this purpose. These new forests that emerge in various regions also allow for the development of **local economies** and the creation of jobs outside of major urban centers.

## # DID YOU KNOW?

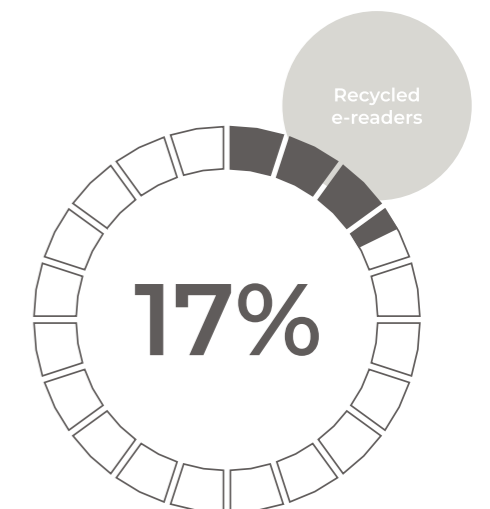
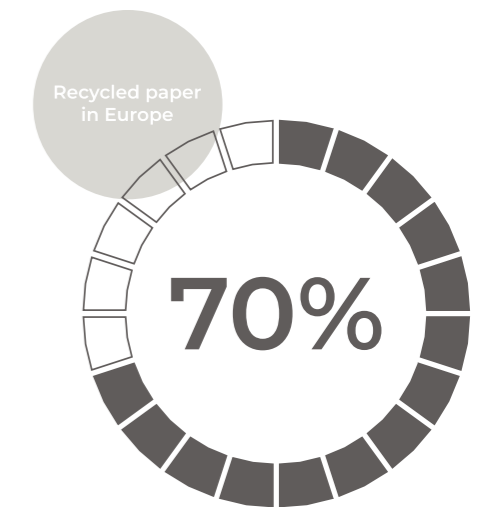
► The [Stavanger Declaration](#) (2019) is a thorough research done by a group of almost 200 scholars and scientists of the reading, publishing, and literacy areas from across Europe, concerning the Future of Reading and the impact of digitisation on reading practices.

## # RECOMMENDATIONS

► Study of the carbon footprint of the entire value chain of the book industry in

Portugal and comparison to other markets.

- Recycling of electronic devices.
- Raising awareness on reducing carbon footprint, where everyone has a role to play.





# Connecting for Responsible Businesses

**Clara Capitão** # Director General Penguin Random House Portugal (Portugal)

**Karine Pansa** # President of International Publishers Association (Brazil)

## PUBLISHERS AND ENVIRONMENTAL IMPACT

Every day, we are confronted with news of climate disasters, and there is an increasing call for action by citizens, institutions, and businesses. By 2030, a carbon neutrality plan is expected, and all companies should implement measures to analyze the **environmental impact** they generate on the planet, aiming to reduce it and offset it with other actions. This includes everything from raw material collection, paper production, distribution, to the final product. We know that **minimizing** impact is more challenging for smaller organizations, but it remains a crucial path in which everyone plays a part.

## ANTICIPATING PUBLIC POLICIES

It's not sustainable to wait for governments to provide guidelines and define necessary public policies in the fight against **climate**

**change**. It's up to companies to take the initiative to contribute to the planet, knowing that the challenge is significant and time is short. In the publishing industry, there is already collaborative work and a pact in place until 2030 to mitigate impacts, although there are many challenges in this sector. It is necessary to produce books, but with a mission to reduce waste and promote **conscious consumption**. Hence, the importance of collective action by all stakeholders in the value chain.

## # RECOMMENDATIONS

► Companies need to take action on their own to become more sustainable and should not wait for public policies.

► To rethink the recycling process for book returns in order to reduce waste .

► It's important to build a more inclusive workforce.

União para os Negócios Res

Connecting for Responsible Businesses



“

It is necessary to produce books, but reduce waste and promote a conscious consumption.”

— Clara Capitão

“

Only recently people started to become truly concerned. Large companies are now investing in working groups in order to make sure it is taken into action.”

— Karine Pansa

“

It may be utopian, but I feel that I can have an even greater space for my opinion, respecting the opinion of others.”

— *Tristany Mundu*

# How can Music and Poetry Transform the World

**Catarina Carvalho**  Journalist (Portugal)

**Alice Neto de Sousa**  Poet (Portugal)

**Tristany Mundu**  Musician and Songwriter (Portugal)

Como Pode a Música e a Poesia **Mudar** o Mundo

*How can Music and Poetry Transform the World*

## AN INSPIRING PAUSE

Poetry has a strong performative component, in the sense that in the **creative process**, the words are whispered to see if they are on the desired path. Words can even contain a certain flavor. In music, the relationship with words is very visual and auditory.

### Poem “Poet”, by Alice Neto de Sousa (Literal translation)

*I was small,  
Elementary school,  
Innocent,  
But curious about words.  
I picked up the pencils,  
Those,  
With all the color palettes,  
Toasted yellow,  
Navy blue,  
Color...  
With the pencil in my hand,  
Without even hiding my confusion,  
I looked at the pencil, and at myself,  
As I was still the height to sharpen the tongue,  
Ring the bells trapped in my throat,  
Say what I feel and what astonishes  
— Teacher.*

— Yes.

— *What the heck is a 'skin-colored' pencil?  
I received a reprimand, a child of such tender age  
Questioning authority,  
And I looked at the pencil,  
I looked at my skin,  
I stared at that 'skin-colored' pencil.  
Poet.  
(...)*

*"You speak Portuguese so well," I close my eyes swallowing all the clichés.  
"But you don't listen to kizomba, oh, of course you can dance," they say while I play Arctic Monkeys.  
And it is known, the more talent, the more tolerance for color, because Beyoncé can be black after all, what matters is the inside.*

*I hear the words ricocheting,  
In a bullet-like body,  
I see, From sunrise to sunset,  
We remain strong,  
Because mothers have calluses from thinking,  
Fathers have whitening hands.  
We pretend to be strong,  
What else could we be?  
(...)*

## Composition by Tristany Mundu (Literal Translation)

*Everything that exists in the waiting  
Everything that exists in the waiting  
My hands at the sight are, in fact, simple  
To be what can await in the existence I desire  
Everything will change  
Everything will play  
Everything is open  
Everything is right*

## # RECOMMENDATIONS

- ▶ Writing and reading don't only exist in books, they can also be performative.
- ▶ Rethinking written messages on social media as new formats of letters.
- ▶ There are still many untapped poets in Portugal when it comes to more conventional poetry.

“

Libraries are full of told verses, but the spoken poetry lies in the gaze.”

— *Alice Neto de Sousa*

# Hidden Bias for an Inclusive Publishing Industry

**Jeanine Cummins** # Bestselling Author (United States of America)

**Michiel Kolman** # Chair of Inclusive Publishing and Literacy at IPA (Netherlands)

## FREEDOM OF EXPRESSION

In the publishing industry, there has been a recent international effort to include authors, eliminate prejudice, and promote **freedom of expression**, where any author — regardless of their origin and nationality — has the right to depict a reality other than their own. This environment, in which a writer allegedly has **to be authentic** enough to portray or describe a certain reality, leads many authors to practice self-censorship. However, this issue reveals larger problems that need to be addressed at their root.

## ROLE OF THE IPA

The role of the IPA (International Publishers Association) is to position itself as an institution openly against any form of  **censorship**, which is common in authoritarian countries but also present in democracies. There's a recent trend of banning certain books, often justified under the false narrative of protecting children and young people due to their **seemingly sensitive** content. On the other hand, there's also a lack of **diversity** and inclusion within publishing companies, and

more data is needed to assess the industry's diversity in various aspects.

## # RECOMMENDATIONS

► Diversifying the publishing industry is essential and will also attract new readers.

► We need data to assess diversity within the industry at various levels.

► To raise awareness to address self-censorship and strategies to ban certain books from the market .

## # DID YOU KNOW?

► The novel "American Dirt" by Jeanine Cummins has opened up a debate about white privilege and racism in publishing.

► A study led by the American Library Association shows that 2,571 titles have been censored in 2022 — representing a new record since the beginning of the Institution, 140 years ago.

► While "American Dirt" received both praise and criticism for its portrayal of Mexican migrants, it sparked important conversations about immigration and cultural representation.



“

Am I not latina enough? Twitter said no.”

— Jeanine Cummins

“

How can we make books more diverse and appealing to minorities if these people do not work in publishing?”

— Michiel Kolman

“

The idea that you can know everything through Google or Wikipedia is false. Books consolidate knowledge. They know much more than we do.”

— Pedro Adão e Silva



“

We need to break this social cycle in reading.”

— Pedro Adão e Silva

## From Reader to Minister: What's the Challenge?

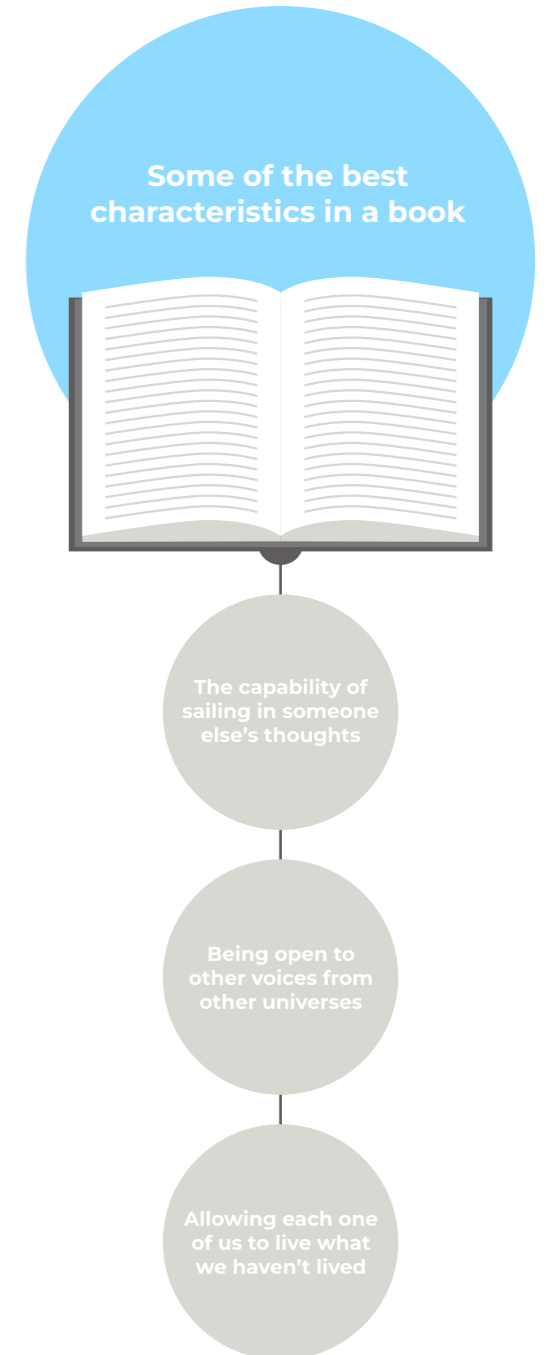
**Tiago Pereira**  Culture Editor at Observador (Portugal)  
**Pedro Adão e Silva**  Minister of Culture of the Portuguese Republic (Portugal)

### EXCLUSIVE INTERVIEW AT BOOK 2.0

Sometimes, in the habit of regular reading, a reader may not remember what he has read. Often, what is retained is the process of digestion and comprehension, rather than the memory of what was read. The truth is that the book is the most powerful **tool of memory**. Therefore, to threaten books is to **threaten society** and its past.

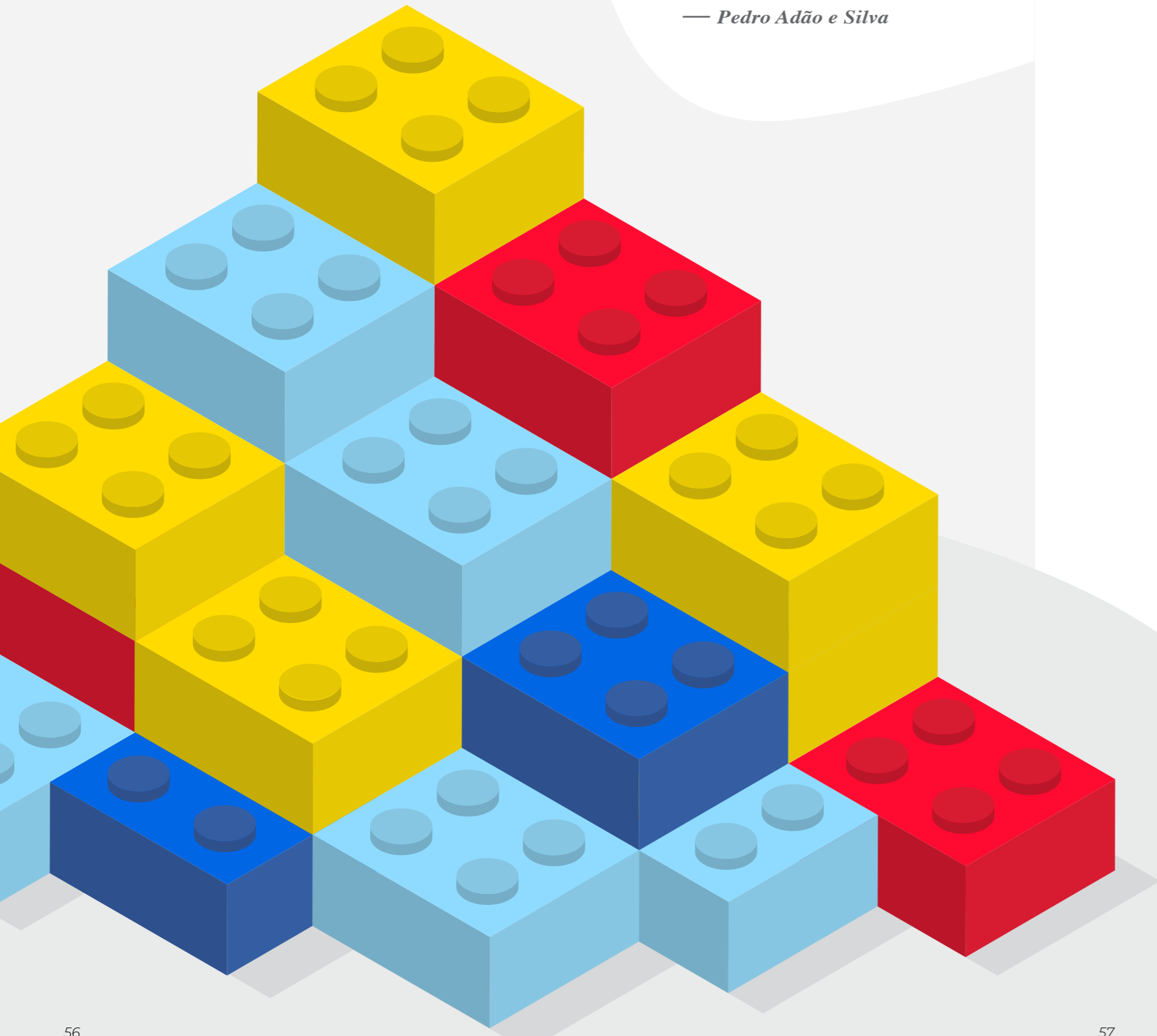
### TRENDS ARE CHANGING

Although there are encouraging signs that younger people in Portugal are buying **more books**, the data contradicts the idea that these generations are moving away from books. However, in the present day, there is still a tendency to force the reading of relevant voices that do not reflect the social and symbolic life of our times. To increase reading rates in Portugal, there will have to be **incentives**. No one starts reading out of nowhere. You don't suddenly and spontaneously develop a taste for opera, jazz, or reading overnight. There is always a learning process.



*Using an analogy with a construction toy made of pieces, readers can start with the larger pieces, suitable for younger children, and from there, they will develop their reading skills as they mature. Later, building with smaller and finer pieces will result in a more diverse structure.*

— *Pedro Adão e Silva*



While reading rates may still be low, people in general value reading symbolically, even if they don't practice it much. This means that there is room and a **path to explore**. People don't reject books. Many books are given as gifts. What needs to be **encouraged is reading more**. It's a challenge for everyone, with the role of parents standing out because traditionally, readers tend to be the children of readers.

However, in Portugal, there is still a significant gap in reading inequalities. The more privileged classes buy and read more, unlike the less privileged ones, where **the role of public** and mobile **libraries** is undoubtedly crucial.

### **THE BOOK VOUCHER**

The current book voucher program in Portugal consists of providing a voucher to all 18-year-olds for the purchase of a book, which can only be used in physical bookstores, not online stores. This allows young people to experience a book, replicating not only the reading experience but also the purchasing and choosing process, giving everyone this same opportunity. While it may not be a decisive measure, it is complementary and marginal, as for many, it is still an unfamiliar territory.

Rejecting anti-intellectual trends and almost complete replacement by digital formats — without devaluing the capabilities of new technologies — it can be said that one can only write well if they read a lot. Also, reading on a digital device does not offer **the same dimension** and is somewhat more ephemeral. Reading the news in digital format is not the same as reading a digital book, due to the tactile experience that printed books provide.

### **# RECOMMENDATIONS**

- ▶ The book as the most powerful instrument of memory (not the Internet).
- ▶ Books help us better understand others.
- ▶ Promoting reading with special regards to disadvantaged classes.
- ▶ The book voucher could be a decisive measure.
- ▶ Choosing authors' works in schools that match today's reality.
- ▶ Publishers should publish books regardless of whether they like them or not.

## Chapter II • Reflections

**Clara Capitão**  Director General Penguin Random House Portugal (Portugal)

### A SPECIAL REQUEST TO THE POWER OF CHANGE

From climate emergency concerns — in which editorial activity has a role to play in reducing the problem, to the importance of diversity, highlighting the North American market, where there is still a lot of self-censorship, as authors feel they have no place to write about a specific topic. Furthermore, there are still some literary classics that are being censored in some countries, which is very dangerous, where freedom of expression is an **unquestionable value**. The sector must be **as diverse as society** when it comes to the lack of representation in the publishing industry. If we do not have a diverse workforce, it is unlikely that the editorial offer will be as diverse as it needs to be.

Additionally, it's important that the political power ensures access to reading, especially for the underprivileged, where public libraries play a central role. Highlighted during a particularly challenging time when attention is fragmented, time is needed for reading. Regardless of technological developments, the collapse of the book sector is predicted every decade. But it is here, with a **long life ahead**, facing the same challenge as always: **books need readers**, they need to connect with their readers and they need to be accessible to all. They only cease to be lifeless objects, a bound stack of paper, and become living objects when they are read.

“

A lot of work has been done in this field, but there is still more to be done.”

— Clara Capitão

## Capítulo II: Reflexões

Chapter II: Reflections

  
The Future of Reading

  
Associação Portuguesa de Editores e Livreiros

  
The Future of Reading

  
Associação Portuguesa de Editores e Livreiros

  
The Future of Reading

  
Associação Portuguesa de Editores e Livreiros



**We are diverse. Therefore intolerance is intolerable.”**

— *Marcelo Rebelo de Sousa*

**A support is a means, not the essence of culture in itself.”**

— *Marcelo Rebelo de Sousa*

# Closing Ceremony

*Marcelo **Rebelo de Sousa***  President of the Portuguese Republic

## REQUESTS FOR PORTUGAL

► The **constraints** that the publishing industry, whether in books or media, is facing worldwide today serve as a warning for Portugal. In an industry where several companies may eventually struggle to survive, power should not remain in the hands of very few.

► Intolerance and thought wars are a real problem. A **democratic society** is a daily construction, emphasizing the importance of avoiding new inquisitions, exclusion, and cancellations in the culture of books.

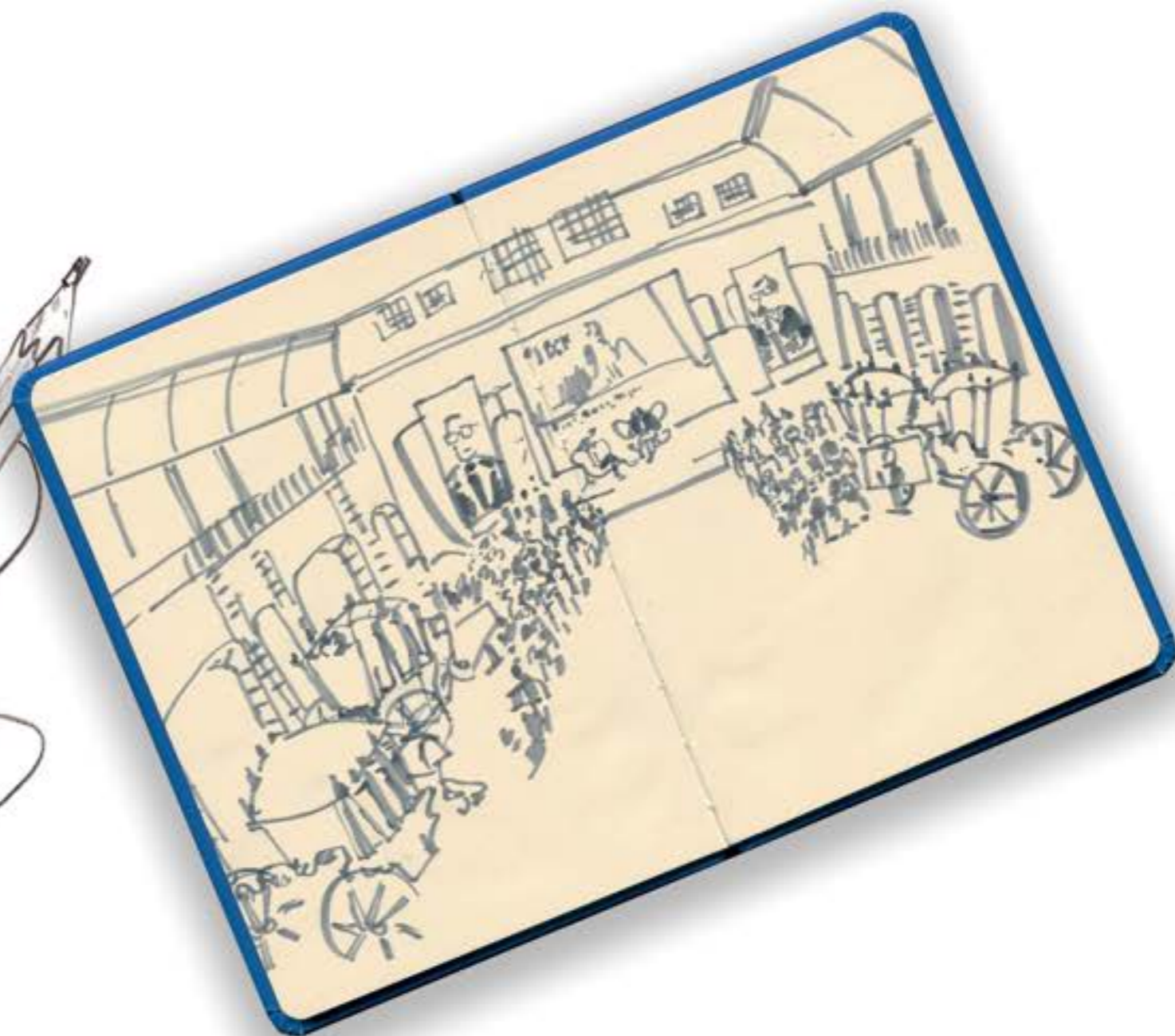
► **Inequality in access to**

**books** is also a concern for the country — both in terms of territorial and socioeconomic disparities — which in some way limits the reading habits of the Portuguese.

► The future will be digital and will trigger **cultural changes** — with due unpredictabilities — not necessarily leading to cultural apocalypses. It may not easily make room for the classic book but creates space for reading, attracting new readers.

► **Tolerance and pluralism** as essential values for society and democracy.





WBOOK  
# THE FUTURE OF reading  
Antigo Prudero Real  
magil



# Education as a gateway to Unleash Human Potential

In its early days, education served the purpose of preparing citizens to participate in public life. Today, the mission is monumental: how can it prepare us to navigate a world that is constantly and **rapidly changing**, with immense global challenges? It is now demanded that the strictly cognitive view opens up to a **more holistic view** of the world and the individual. In the digital age, we are witnessing the emergence of new platforms, formats, and methods of reading that are increasingly taking the place of physical books, which have traditionally been a staple in classrooms. We are now looking at new spaces for education, new forms of teaching and learning that break away from the educational models we have known for so long.

How can the book industry harness this transformation and provide us with the passport to the world?

# Learnability: The Desire to Grow and Adapt

**Ana Daniela Soares** # Journalist (Portugal)

**Tim Oates** # Group Director Assessment Research and Development at Cambridge (United Kingdom)

## RESPONSIBLE EDUCATION

At its core, the primary question to consider is the **purpose of education**. What is its mission? And, knowing that the time belongs to the students: what responsibility is there in choosing topics and contents that are useful to them? That motivate them? Although the digital age brings incredible opportunities for learning, it should not completely sever ties with the past. While there is some concern about the 'Covid generation' — which is showing signs of depression, lack of concentration, and social skills — the role of teachers has become **more complex**. Teachers today are not yet prepared to deal with students who use artificial intelligence tools (such as ChatGPT) to complete their assignments. The challenge will be how to work alongside new technologies in a more **critical** use, **analysis**, and sharing of ideas with students, regardless of the source of the presented texts —

with a special focus on educational canons.

## HIGH-QUALITY TEXTBOOKS

One of the most important conclusions in the reflection on education in the 1980s and 1990s is the existence of high-quality textbooks. Taking contemporary Sweden as an example, it introduced competition between schools, which led many institutions to want to stand out through their capacity and relevance, increasing the **quality of education**. Another excellent example in mathematics education can be found in Singapore, with high-quality textbooks that cover fewer topics but **delve more deeply** into each subject studied. This benefits everyone, including book publishers, as young students enjoy studying in this way.

## # RECOMMENDATIONS

► School has to be truly useful and of interest for students.

► Digital brings opportunities but it doesn't mean that we should turn our backs on the past.

► Competition between schools can be good for increasing the quality of education.

► It is crucial to have good textbooks, and this is good for publishers.

## ? CURIOSITIES

► Tim Oates is involved in various educational initiatives and has played a significant role in shaping educational policies in the UK, including the development of the national curriculum.

► Emerging from Tim Oates' review of the National Curriculum, subsequent research on the quality and function of textbooks and other resources has been taken up around the world.

“


We need to focus on the purpose of education. We need to choose what we truly want to teach.”

— Tim Oates



# Schools of the Future: The Rise of New Educational Models

**Pedro Santa Clara**  Director at 42 Lisboa and 42 Porto (Portugal)

**Tim Vieira**  Founder of Brave Generation Academy (Portugal)



“  
We have an education that is expensive given the income levels of the country.”  
— Pedro Santa Clara

## OBSOLETE MODELS

The education model that worked well for 300 years, where everyone learned at the same pace, and which allowed for an increase in the level of education in Portugal and around the world, has led to a certain loss of motivation and enthusiasm among students. It is an **elitist model** with stark disparities between rich and poor families, between those who are the children of college-educated parents and those who are not. Additionally, the university **dropout rate** is still very high, and the results in education in Portugal are not very encouraging, with high **youth unemployment** and low wages. Moreover, the current model is not adequately preparing students for the roles they will play in society.

## TECHNOLOGY OPPORTUNITIES

In the era of ChatGPT, memorizing facts and the limited ability to manipulate students have become less important, with an emphasis on personal skills such as **initiative, self-confidence, and resilience**. It's necessary to learn how to learn.

However, technology can be an opportunity for better pedagogy, taking on the role of an infinitely patient personal tutor. If properly questioned and trained, it can help students discover **better solutions** to their problems."

## FLEXIBLE AND PERSONALIZED MODELS

In the coming years, we will necessarily need to experiment with new models of education — flexible and customizable, rejecting the top-down model that inhibits competition. Rather than everyone learning the same things, society values diverse knowledge. So, change must be based on two pillars: competition and innovation. An educational model that seeks to combine **the best of traditional teaching with the best of digital**. Not everything has to be changed; there are many good things in traditional models. However, the world has changed significantly in recent years, and we continue to do things as they were done 10 or 20 years ago, which is no longer suitable for today's reality. We need a model that responds, in a more personalized way, to

**the needs of each individual** — tailored to students with more difficulties or even those with a faster pace. Thus, the **responsibility** for the learning process rests with the student, at the speed each one chooses, in a spirit of mutual support among students.

## CURIOSITIES

**42** is a software programming school, based on a disruptive pedagogical model, centered around a peer-to-peer learning system, and project-based learning. Founded in Paris in 2013, 42 is now present in more than 40 cities worldwide, offering anyone over 17 years old the opportunity to learn programming for free.

- ▶ No predefined schedules.
- ▶ The campus is open 24/7, 365 days a year.
- ▶ No teachers nor books.
- ▶ Peer-to-peer learning through project development.
- ▶ It's voluntary and free, thanks to the support of various sponsors.

## LEARNING COACH

More than teachers, there is the figure of learning coaches who can **accompany students** in their learning process. This way, it is possible to teach more subjects than usual in traditional models, in a way of preparing for access to a higher education — a preparation that begins as early as age 16, so that there is not a large gap between secondary school and universities.

Ultimately, the goal is to **create a desire to learn**, so freedom of choice is fundamental. The factor that makes all the difference is **freedom**. Technologies are used as tools so that the teacher or coach becomes more of a designer of an educational experience and less someone who simply presents the material in front of the class in a system of absolute centralism. When students are truly engaged, they learn much more by seeking out the topics that young people are most interested in. An educational model of **reduced class hours**, but sometimes even with more exams than usual allowing students to make mistakes and learn from them and not to focus solely

on occasional evaluations. On the role of books in the future of education, there are no clear answers. The book is valued as the instrument of first contact with abstraction, as an object that demands time, dedication, and concentration, making it irreplaceable. However, the challenge is how to make people want to read. Here, technology can play an important role.

## # RECOMMENDATIONS

► Rethinking education in Portugal for all income levels in the country.

► There is a long way to go to improve education models to better prepare the portuguese youth.

► The education model cannot be the same for everyone; each individual has their own needs.

► Technology can be an opportunity in the role of a personal tutor complemented by the teacher.

► Greater competition and innovation in education in Portugal are needed.

► We need to create a sense of volunteerism and freedom, rather than obligation, in going to school and a desire to learn.

## ? CURIOSITIES

**The Brave Generation Academy (BGA)** is present in several countries throughout the world and follows an innovative educational model. Its goal is to empower students, from 11 to 19 years old, focusing on three fundamental dimensions: Knowledge, Skills, and Community. With a reduced workload system, allows its students to use technology and books, BGA incorporates regular exams and assessments to ensure a comprehensive educational experience.

► Age range: 11 to 19 years old.

► Reduced class hours.

► Students may use technology and books to educate themselves at their own pace.

► Students may go on vacation whenever their parents go.

► There are regular exams and assessments.

► All subjects are chosen by the students.



“

**Education should be at the forefront of society; it should prepare us for the future. However, we are delayed and afraid of the world.”**

— *Tim Vieira*

“

In Portugal, only writers that are over 50 years old are taken seriously.”

— Helena Magalhães

## Escolhas da Next Generation

Choices of the Next Generation



“

If I'm not promoting my book on social media, no one will buy it.”

— Maria Francisca Gama

How can I enter the publishing market with hard-to-digest stories? ”

— Rita da Nova

# Choices of the Next Generation

**Maria Francisca Gama** # Writer (Portugal)

**Rita da Nova** # Activist & Content Creator (Portugal)

**Helena Magalhães** # Literary Activist & Creator of Book Gang (Portugal)

## THE CHALLENGES OF LITERATURE FOR THE NEW GENERATIONS

Portugal faces a **lack of representation** of female writers, especially young ones. However, there are more and more young people starting to write, but they still face various **obstacles**. One of the greatest challenges that the new generation of younger writers faces is the fact that there is still some limitation on getting their books into publishers, in addition to the very short shelf life of a book in a bookstore. Today, writers also have to act as salespeople to promote their works.

## FEMALE REFERENCES

Despite having **female references** in Portugal such as Isabel Alçada, Ana Maria Magalhães, or Alice Vieira, **younger female writers** often do not feel represented in the literary world. This is a reason that often leads to professional choices that are not always aligned with what the new generations identify with and would like to pursue in their life paths. **Gender disparity** is glaring in the national fiction section of national bookstores, where there is still much undiscovered talent in Portugal.

## THE LACK OF REPRESENTATION LEADS TO A LACK OF INTEREST

There is another factor that limits the **freedom of**

**expression** for these writers — a significant fear of entering the literary world with stories that address personal themes of the author, such as family traumas, difficult mother-daughter relationships, and others — often characterized as light literature. Why do these obstacles continue to exist? One of the advantages of books written by the **new generations** is the use of contemporary language, which appeals to a younger audience. However, it is necessary for people to know that this new generation of writers exists. To achieve this, books need to be promoted more, and this segment of new writers should be invited to participate in literary festivals.

## WRITING IS FOR EVERYONE

It is evident that in Portugal, there is still discrimination against young female writers, often **categorized** as "influencer writers" simply because they have an active digital presence and even have a considerable readership. However, we know that internationally acclaimed authors also maintain a presence on digital platforms. Social media naturally brings a closeness to readers that can only be beneficial, serving as a stimulus for greater encouragement of reading — more important to many than any literary industry award.

## # RECOMMENDATIONS

- ▶ Greater representation of young female writers in Portugal.
- ▶ Greater representation of younger writers generates more interest in reading.
- ▶ Digital platforms can serve as a tool for promoting books and increasing reading rates in the country, with informal interactions with readers.
- ▶ Writers should not have to act as salespeople on social media but should receive more support from publishers in promoting their books with campaigns targeted at younger generations.
- ▶ Inclusion of all writers — especially women and young writers — in the literary field.


## ? CURIOSITIES

- ▶ Maria Francisca wrote her first book at the age of 15.
- ▶ Helena Magalhães founded the Book Gang — a platform for literary curation that includes suggestions of high-quality books with limited representation in the market.
- ▶ Rita da Nova has a blog — [ritadanova.blogs.sapo.pt](http://ritadanova.blogs.sapo.pt) — where she initially shared her travels, and in 2017 started sharing.

# The Importance of Literacy

**Rodrigo Guedes de Carvalho**  Journalist & Romance Author (Portugal)

**Juan Gabriel Vásquez**  Writer, Journalist and Translator (Colombia)

**Paulo Portas**  Writer, Commentator on Geopolitics and Professor (Portugal)

## LITERACY RESULTS FROM THE ABILITY TO READ

Literacy is the ability to interpret, learn, store, and then use what you have read. Written words allow us to dream and, consequently, to imagine. It's about **understanding others** and the world, knowing what it was like to live in other times or what it means to belong to a different ethnicity or gender. Without this capacity to understand the perspective of others, societies are unable to be **tolerant** and are doomed to failure. In other words, reading fiction contributes to a better democracy. It provides us with tools to build ourselves as citizens and individuals.

## EFFORT AND PATIENCE

One of the ways to cultivate a love for reading is during childhood, by encouraging children to read and discuss what they've read, sometimes even in exchange for certain benefits that can serve as motivation. It's a way to teach that books are important and

carry messages. However, **discipline and method are crucial** in this process. Reading requires **effort and patience**, two fundamental qualities in the development of individuals from childhood. To live consciously, we need words to understand what we feel.

## BEWARE OF THE AGE OF SIMPLIFICATION

In Portugal, there is a perception of an increasing infantilization of society in which hierarchies are somewhat confused. Sometimes, it's the children who have control over the parents, not knowing how to deal with the effort and **frustration** of doing something that bores them — like reading. Despite the benefits of digital tools as a complement to reading, we need to be cautious of the **era of simplifications**. People and problems are complex. Literature and science are the opposite of simplification. However, it is essential to tell a story well and not just deliver speeches to convey messages in books.

## # RECOMMENDATIONS

- ▶ It is important to encourage reading to increase literacy in Portugal.
- ▶ To promote the habit of reading in childhood.
- ▶ Teach children how to deal with frustration.
- ▶ Avoid the path of simplification in reading.

## ? CURIOSITIES

- ▶ Paulo Portas considers himself a "progressively compulsive reader" and prefers physical books because he enjoys taking notes with a pencil.
- ▶ Juan Gabriel Vásquez, who is also a translator himself, believes that the most challenging aspect of translation, particularly when working with a book one loves, is learning to be unfaithful to the original.
- ▶ Rodrigo Guedes de Carvalho has a scheduled time to write, daily, hoping that inspiration arises.

“

**Literature is not just entertainment; it is a form of knowledge.”**  
— *Juan Gabriel Vásquez*

Importância da **Literacia**  
*Importance of Literacy*



“

**To read is to be alone with your thoughts and to train your mind for abstraction.”**  
— *Rodrigo Guedes de Carvalho*

**Reading is a great invitation to be tolerant, but it does not prevent intolerance.”**  
— *Paulo Portas*

“

Reading helps one to be skeptical of the simple answer.”

— João Costa



“

We want them to enjoy reading to become readers. If it's a nightmare, I won't become a reader.”

— João Costa

# The right spot between Education and Culture

**Isabel Lucas** # Author and Journalist (Portugal)

**João Costa** # Minister of Education of the Portuguese Republic (Portugal)

## THE BOOK AS A CULTURAL AND EDUCATIONAL FORMAT

There has never been so much dispersion of attention. In the past, there were fewer readers and more illiterates, and the data from the study presented by APEL on book buying habits in Portugal should be examined in detail to identify the segment most resistant to reading in order to define **educational policies** that contribute to increasing reading rates in the country. Reading rates are not only related to the economic development of the country but also to the **quality of democracy**. It's no coincidence that the first targets of dictators are writers, teachers, and journalists. Literature gives us freedom, fosters curiosity, and there is **no education without curiosity**. However, many readers today navigate through social media and only read the headlines of articles — this is the opposite of reading and the danger of competition from media outlets when everyone wants to be the first to report a certain event.

## MORE QUALITY SCHOOLS

Schools must be of high quality, as it is a significant responsibility to compel citizens to attend them. The path should be through encouragement rather than obligation. It should be a place of effort but also where students learn to deal with problems and many things they may not like — things they want to **change in the world**. Through reading, students can better understand the concept of effort, as reading itself requires it. However, the student must allow themselves to be captivated by the author, to let the story unfold, and not expect to read a great work in the first few pages. With more young readers, the significant challenge lies in **balancing their preferences** and making a qualitative leap. It's worth noting that the didactics of reading are often underemphasized in academia, and teachers can play crucial roles as **reading models**.

## INITIATIVES OF THE NATIONAL READING PLAN (PNL)

One of the initiatives of the PNL is to promote **reading clubs** with parents, where books are discussed naturally — from a selection of over 8,000 books to suit all tastes. The goal is to normalize books, making them a part of everyone's daily life. In the past, school **libraries** were unwelcoming places, but today they are open spaces, vibrant and reading mediators. There is a concern to have an integrated approach where it cannot be solely the Portuguese teachers encouraging reading. It's a path for all of society.

Through reading, **citizenship** is educated, and topics like sustainability are studied. It provides the opportunity to explore alternative paths. However, reading is not something that happens to us; it is a practice that requires techniques and strategies. Reading is not just decoding characters and words. It involves interpreting words from an early age, making inferences, and connecting texts.

# The Education Landscape

**Afonso Cruz** # Writer, Illustrator, Filmmaker, Musician (Portugal)  
**Regina Duarte** # Director of the National Reading Plan (Portugal)  
**António Feijó** # President of Gulbenkian Foundation (Portugal)

## THE FUTURE OF READING IS ASSURED

It is not foreseen that humanity can function without reading. Today, readers have increasing freedom to choose what they want to read — which is not the case in dictatorial regimes. Portugal has been improving **literacy rates** and the diversity of authors and genres available in the market. However, the act of reading should not be a source of suffering or a punitive act. Instead, it should be positive and motivational.

## THE CLASSICS THAT CHANGED THE STRUCTURES OF THEIR TIME

Books considered traditional classic readings are seen by many as required reading. However, classics are classics precisely because they continue to be read. Their status demands this repetition. Nevertheless, they are the opposite of that in their origin. In the sense that, to become classics, when they are first released, they must be more modern, **groundbreaking, and courageous**, changing the structures of their time. Only afterward do they

become classics. However, these works sometimes require footnotes and some assistance and a certain context to read them — which often deters readers when confronted with more attractive digital alternatives.

## OPPORTUNITIES FOR NEW READERS

Children sometimes feel deceived when they don't find pleasure in reading a classic. Many young people view reading as "extremely boring" and would prefer to be bored to death than to read a book. However, one way to encourage reading is to **seek motivation**. For example, if students have never heard of a particular classic author, one might exclaim "how lucky," since they still have the chance to discover him for the first time.

## # RECOMMENDATIONS

- ▶ There should be effort in reading, but not suffering .
- ▶ Classical books, to become classics, initially had to be groundbreaking works that shook the structures of their time.
- ▶ Many classical works

require assistance and context for comprehension.

- ▶ Syntactic analyses can deter students from texts.
- ▶ People must be encouraged to read; they cannot be forced.
- ▶ A mediation space for free readings of the classics can be created.

## + MORE INFO NATIONAL READING PLAN

▶ The National Reading Plan was launched in 2006 as the institutional answer to the concern with the levels of literacy of Portuguese people, in general and, in particular of young people.

- ▶ Throughout the years, it has implemented a set of measures aimed at developing competences and reading habits of the Portuguese population, with a special focus on the school community.
- ▶ The National Reading Plan aims to invest in the development of new strands, by broadening its links with education, culture, science, technology, higher education and local authorities.



“

Often, on top of the universal stories with which we can all identify, there is a layer that complicates things.”

— Afonso Cruz

We are working to create a mediation space for free readings of the classics.”

— Regina Duarte

## O Panorama da Educação

The Education Landscape



“

No one has to read anything. It shouldn't be forced. People should gravitate toward reading or be gently encouraged.”

— António Feijó



“

As Vergílio Ferreira used to say: read, read everything, even what comes on the milk carton.”

— Nuno Lobo Antunes

## As escolhas da Geração Futura

Choices of a Future Generation



“

School cannot be an 'island', it cannot live within walls and must expand its educational space.”

— Carlos Neto

# Choices of a Future Generation

**André Carvalho Ramos** # Journalist CNN Portugal (Portugal)

**Nuno Lobo Antunes** # Neuropediatric and Author (Portugal)

**Carlos Neto** # Professor, Author and Founder of "A Torre" (Portugal)

### AN UNCERTAIN FUTURE

The current situation that new generations are going through is complex. While there are several advantages recognized in the digital revolution, the **future is uncertain**. Digital screens are here to stay, and the digital realm represents an extraordinary opportunity for **access to knowledge and culture**. However, the impacts of digital technology vary depending on age. For teachers, screens can be playful tools or sources of knowledge. But there is a need for a discussion about the use of smartphones in schools, which is currently underway in Portugal, and where several European countries have already opted for prohibition.

### THE ROLE OF TEACHERS

Teachers are irreplaceable, not only because of the importance of emotional connections but also for the stimulation they provide to young minds, encouraging enthusiasm and curiosity, thus promoting reading. When do we sit down with children and listen to them? **What would they like to read?** Effort is required

to abstract from reading, to develop an ability to **escape reality**, so that one can return to it more resiliently. Concentration difficulties exist, and there are increasingly more children who pretend to learn, but also teachers who pretend to teach. In addition to the growing importance of the role of teachers, schools need to be more ecological, cooperative, and participatory, reflecting a more pluralistic vision of society.

### A CALL FOR DIVERSITY IN LEARNING

Children today have a jam-packed schedule, from school to after-school activities, homework, sports, or religious activities. How can they learn to love reading if they are forced to spend so much time in school? It is necessary for children to **have the availability** to discover their own talents and motivations. We cannot hand everything to children on a silver platter, leaving no room or time for boredom and frustration. However, the role of reading can and should be a powerful tool to address **social inequalities**.

### COMMITMENTS FROM EVERYONE —

#### Supplementary readings

► [Relatório UNESCO — “Reimagining our futures together: a new social contract for Education”](#)

► [United Nations Convention on the Rights of the Child](#)

### # RECOMMENDATIONS

► Teachers are irreplaceable, despite the advantages of digital technology.

► Schools should be more participatory and open, not closed in on themselves.

► We should listen to children: what kind of stories do they want to read?

► Give children more time to play and reduce their schedules to make time for reading.

► Digital technology can be an opportunity for access to culture and knowledge for all social classes.

## Chapter III • Reflections

**Susana Moreira Marques** # Writer and Journalist (Portugal)

**Sara Figueiredo Costa** # Journalist (Portugal)

**Carlos Maria Bobone** # Antiquarian bookseller and collaborator of Observador (Portugal)

**Filipa Melo** # Writer, Literary Critic and Journalist (Portugal)

### FEMININE SOCIAL INVISIBILITY

It is known that in Portugal, male authors tend to be published earlier, achieve more significant sales, and have greater visibility throughout their careers, despite publishers receiving more original works from female authors. These **gender inequalities** persist in Portuguese society, where various obstacles exist, such as the lack of themes primarily focused on women. It is important to pay attention to diversity when deciding what books to write. However, women have a **more open path** to explore their craft without the weight of the canon, countering social invisibility.

### THE IMPORTANCE OF REFLECTION

The current landscape of reading no longer focuses on longer and more time-consuming texts as it did in the past. The means must be adapted to new consumption habits, not with the logic of shortening the message, but rather through **criticism and reflection** — allowing for various interpretations of the same text. Despite the popularity of phenomena like literature on TikTok, the short duration of videos is unlikely to allow for true reflection.

### SECONDHAND BOOKS

The market for used books and secondhand books already represents **17% of the book market** in Portugal, which is a significant number. It is considered an important market from an environmental perspective, given the logic of the **circular economy**, where bookstores (which sell both new and used books) can be a good solution.



“

We have the advantage and freedom to innovate because there are many stories that have not been told.”

— Susana Moreira Marques

But if we all write about the same thing, it won't make sense. Disagreement, which can even be healthy.”

— Sara Figueiredo Costa

“

It is undoubtedly an important market from an environmental perspective.”

— Carlos Maria Bobone



MBOK  
#THE FUTURE OF READING  
Antigo Preado Real  
anogil

# Commitments for the **Future**

Until there is a commitment in words, the journey has not begun. Real change starts with the relentless pursuit of a goal — a **commitment to excellence**. But commitment requires determination. And determination **requires confidence**. And confidence always finds a way to solve problems, overcome obstacles, and move forward.

How can leadership promote commitments for action?

Are we truly dedicated to building the future?

Which commitments should be embraced?

“

To defend bookstores is to defend editorial diversity.”

— Paulo Oliveira

Books can heal, they can be a refuge for people to feel accompanied.”

— Núria Cabutí

## Imaginar o Futuro: O Poder da Mudança

*Imagine It Forward: The Power of Change*



“

It is necessary to put the book at the service of the reader.”

— Javier Arrevola

# Imagine It Forward: The Power of Change

**Paulo Oliveira** # CEO of Bertrand (Portugal)

**Núria Cabutí** # CEO Penguin Random House Grupo Editorial (Spain)

**Javier Arrevola** # CEO of Casa del Libro (Spain)

### THE PUBLISHING MARKET IN SPAIN

The Spanish publishing market is 10 times the size of the Portuguese market — continuously growing, although now in a more stable phase after the post-pandemic period. Therefore, comparisons are hardly possible yet there is undoubtedly a sense of pessimism in the national publishing market. Nevertheless, there are **opportunities and lessons** that can be explored together. Because, despite all the benefits of books, it still remains a business for many.

### AWAKENING A PASSION FOR READING

The book as a vehicle of civilization and a fundamental tool for democratization, access to knowledge, and knowledge transmission. As an agent of transformation that promotes empathy and dialogue. It can empower the reader. An excellent format for entertainment and storytelling. For companionship. For healing.

An industry that needs to be bolder, as bookstores are stores and have maintained the same structures for many years. **Change is needed.** Social media can be an excellent tool. It is necessary to keep up with trends and what people like. One of the great advantages of ebooks is highlighted, as any book is **available** anywhere in the world. Unlike music or movies, in literature, it is common for writers to be accessible to the end consumer — something that should be recognized and leveraged. A treasure that does not exist in any other sector.

### # RECOMMENDATIONS

- ▶ Innovation in the bookselling process.
- ▶ Exploring the added value of the sector in having close contact between readers and authors.
- ▶ Digital opportunities due to the easy availability of books worldwide.

### + HIGHLIGHTS OF THE SPANISH MARKET

- ▶ Population of 46 385 343 citizens — 50.6% are women.
- ▶ The country has a high interest in books and reading habits .
- ▶ Book revenues reached 2,718.52 million euros in 2022 – 5.5% growth when compared to 2021.
- ▶ 22% of the revenue refers to children's books.
- ▶ Bookstores are still the main distribution channel.
- ▶ 6.6% of books that have been read are already in digital format.

# Writing the Future Together

**Adriaan van der Weel**  Professor Emeritus at the Leiden University  
Centre for Arts in Society (Netherlands)

## NEW DIGITAL HABITS

There is a disadvantage of using screens for reading. According to the expert, the understanding of a certain text is reduced if it is read on a screen, especially if they are educational manuals, more complex texts or there is less time to read. Furthermore, new digital habits cause us **to associate screens with simpler and more fun tasks**, which easily leaves reading aside and switching to other digital activities — greater distraction and a tendency towards multitasking, which does not exist with physical books. **Screen time** in our lives has **increased** and is correlated with a reduction in less reading. High exposure to screens is also related to **worse physical and mental health**, and it is in poorer socioeconomic classes that screen time is bigger — which means that it will contribute to less reading and more difficulties in concentration.

## THE NORDIC EXAMPLES

As Nordic society, they are no longer chasing digitalization, but taking **control of the use** of new technologies in the classroom. The case of Sweden also shows that schools continue to invest heavily in printed books, precisely because, according to several studies, they offer a **greater ability to understand** its content. Additionally, we know that in Sweden, teachers are recovering paper textbooks, returning from digital to traditional methods. The measure came after politicians and experts questioned the hyper-digitalized approach to education in the country, more specifically the introduction of tablets in kindergartens, which may have led to a decline in basic skills. The United Nations Education and Culture Agency (UNESCO) has also issued an **urgent call** for the appropriate use of technology in education.

## **RECOMMENDATIONS**

- ▶ Reading physical books for better information retention and higher levels of comprehension.
- ▶ Reading for better physical and mental health — focusing on disadvantaged classes with increased screen time.
- ▶ Encouragement to reconsider digital textbook measures in schools for improved basic skills.



“

**Let's by all means be very careful (...) we cannot slavishly follow technological developments.”**

— *Adriaan van der Weel*

“

**Human beings of excellence will build a society of excellence.”**

— Fred Canto e Casrto



“

**There's no point in being successful if we don't feel fulfilled internally.”**

— Fred Canto e Casrto

# In the Face of Human Values

*Fred Canto e Castro* # Founder & CEO of Seekers and Creator of Life MBA (Portugal)

## AN UNUSUAL PROFESSIONAL JOURNEY

It was while studying management that he came up with the idea of creating this project that, in the eyes of others, seemed like a genuine success. Apparently a successful company, with world-renowned clients. But it lacked a feeling of satisfaction. Something was missing in a scenario of great frustration. It was then, at the age of 22, on an existential crisis trip to Southeast Asia, in search of the meaning of life, the **purpose of life** was found. Most of the times our senses are turned outwards and the prevailing mentality is that we must reconfigure the outside world when **change starts within us**.

Each person's emotional state is the main factor that affects performance. It is necessary to fulfill several dimensions of life for a person to feel complete. Because life is not just work. There are also relationships, hobbies, managing our personal finances, health, well-being. It's much more than what we do professionally.

The Portuguese reality — with low wages, a high rate of divorce and credit, and a high rate of mental health problems — and the current education system do not prepare us for **life's challenges**. And it is in this context that the Life MBA was founded — a complementary educational program to the education system that allows individuals to integrate a journey of learning to find your best skills to better management the different areas of life. From finance to health, including management, the priority must be educating the individual so that improvements can then be made and contribute to a better world.

## # LIFE MBA

- ▶ Create the **life** you really want.
- ▶ Strengthen your **physical and mental health**.
- ▶ Develop deep **relationships**.
- ▶ Build your dream **career**.
- ▶ Achieve your **financial** independence.

# Closing Ceremony

**Diogo Moura**  Municipal Culture Councillor of the Lisbon City Council (Portugal)

## WHATEVER THE CONTENT, THE FORMAT, WE CAN'T LIVE WITHOUT BOOKS

Culture remains the guarantee for full and participatory citizenship that stimulates critical self awareness and allows the creation of a more diverse, rich and sustainable community, city, country. To achieve this, it is important to give everyone access to cultural enjoyment. In Lisbon, the emphasis placed on libraries aligns with the city's strategy for providing access to culture. The municipal network of 18 libraries — the largest in the country — works in a logic of articulation, decentralized and community-oriented approach.

It offers programs for reading and literacy, diversity and inclusion, the development of artistic sensibility, digital literacy, gamification, environmental sustainability, and the preservation of cultural heritage. A network that is being expanded and strengthened to geographically decentralize knowledge and bring books even closer to neighborhood dynamics, fostering communities of new readers.

Everyone — regardless of language, social stratum, age, gender, ethnicity, religion, level of education, sexual orientation, or specific needs of any kind — finds a place in these libraries that are free of access.

## BUT MORE THAN WORDS AND POLICIES THERE IS ACTION

How to create reading habits? How to provoke readers? Starting with the younger generations and creating mechanisms to support reading. The investment in the school library network is complemented by an approach to current topics — such as bullying or childhood obesity — portrayed in books, taken to the school community through actions involving other artistic expressions like dance, music or simply reading performed by well-known characters with whom young people and children identify. Access to books is achieved through strategies, especially in challenging territories, with very unique realities, where dreams seem to fade. This is where hope also comes through a narrated story. A daily, sometimes invisible,

effort which leaves its mark in increasing literacy, encouraging reading and most importantly: the positive impact on the social and human development of these communities in our city. A mission from the city of Lisbon. A joint effort with APEL.

It is precisely in moments when the uncertainties for the future are being discussed, the illusions of a radically new future, that the book matters most. It is the book, the living guardian of knowledge that is the guarantor of freedom, creativity and the future. For the independence of thought. And in Lisbon, books are part of its foundation.

## # DID YOU KNOW?

Lisbon will participate as a guest city of honor in the next edition of the International Book Fair in Buenos Aires in 2024. One of the five largest book fairs in the world, as well as an important cultural and editorial event in Latin America. The Fair is organized by Fundación El Libro, a non-profit organization of the Argentine Society of Writers (SADE), held since 1975, that attracts around one million visitors every year.



**The best and greatest commitment to freedom we can make is the commitment to reading. For ourselves and for others.”**

— Diogo Moura



# Summary of the **Main** Recommendations presented in Book 2.0

## HABITS AND PLEASURE FOR READING

- ▶ Publishers innovation to generate the passion for reading, starting from 6-months old and especially during adolescence, aligned with their own interests.
- ▶ Reading physical books for better information retention and higher levels of comprehension.
- ▶ Do not force reading, as it can have the opposite effect.
- ▶ Usage of simple language and creative words when writing for young audiences.
- ▶ Allow children and young adults to choose their readings from a list of suggestions provided by teachers and parents.
- ▶ Promote reading points with books and activities

throughout the cities — such as public readings presented by authors to create close contact with readers, a common practice in the United Kingdom and the United States of America.

- ▶ More support from publishers in promoting books with campaigns targeted at younger generations.

- ▶ Creation of a free publication with space for independent literary criticism.

## THE CONNECTION TO THE DIGITAL WORLD

- ▶ Continuous innovation and ongoing adaptation to the ever-changing reality — especially artificial intelligence — with room to experimentation of the available tools to better face the new challenges.

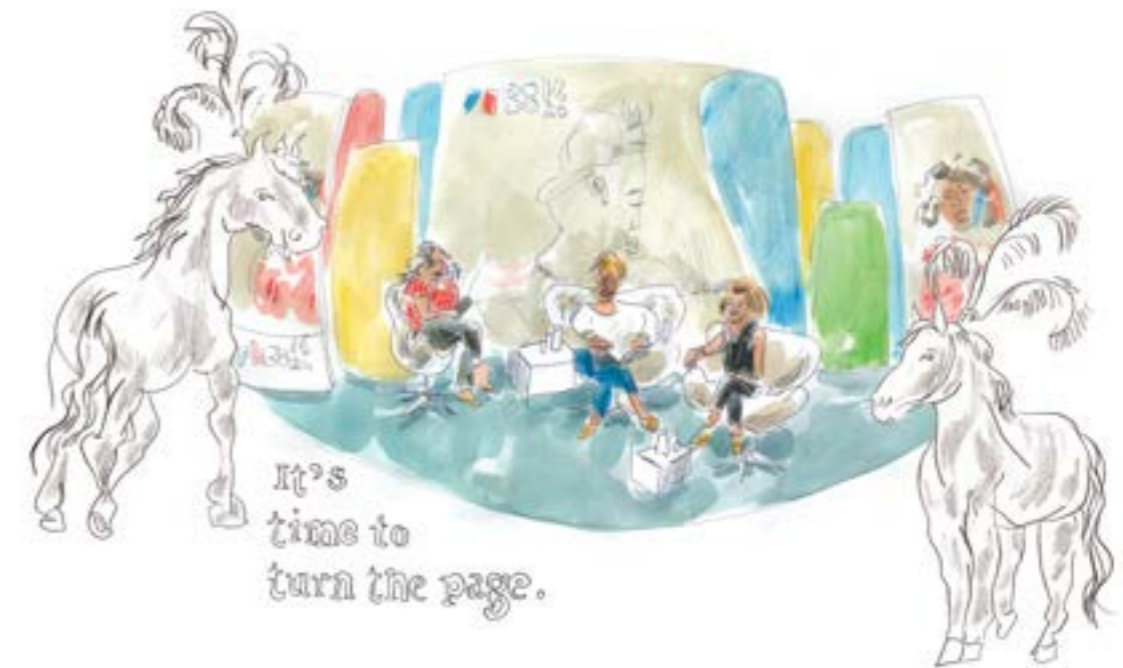
▶ Larger connection as well as expansion opportunities between the digital world and the publishing market.

- ▶ Encourage reading through digital formats and platforms (where the reader is already and accessible worldwide), but not transforming everything into digital, in a efficient hybrid model.

- ▶ Digital platforms can adjust algorithms to better capture the attention and focus of readers.

- ▶ Encouraging digital interactions and discussions among literature enthusiasts to inspire those who don't read nor have a regular reading habit.

- ▶ Digital technology can be an opportunity for access to culture and knowledge for all social classes.



ABOK  
© The future of reading  
Ady Rubin-Peel  
—

## **PUBLIC POLICIES**

► Rethink public policies to find new ways to increase reading and make it accessible to everyone, such as book vouchers and zero VAT for all books.

► It's crucial to establish regulation for the digital sector with an ethical perspective and a focus on privacy protection.

► Raising awareness among policymakers and institutions to streamline the rules of the cultural sector market to support the profession of writers.

► Providing a basic unconditional income for artists.

► Encouragement to reconsider digital textbook measures in schools for improved basic skills.

► Important to encourage reading to increase literacy levels in Portugal.

► Books contribute as a solution to the democratization of developing countries as a source of knowledge and expansion of societies.

## **BENEFITS FOR HEALTH**

► Reading promotes better physical and mental health but the focus should be on the disadvantaged classes with increased screen time

► Encouraging reading not as an obligation, but as a tool to fight mental health issues and disease prevention

► The book as the most powerful instrument of memory (not the Internet).

## **PLANET SUSTAINABILITY**

► Companies need to take action on their own to become more sustainable and should not wait for public policies.

► Study of the carbon footprint of the entire value chain of the book industry in Portugal and comparison to other markets.

► Raising awareness on reducing carbon footprint, where everyone has a role, with the promotion of recycling electronic devices.

► Rethinking the recycling process for book returns in order to reduce waste.

► Invest more in secondhand books for environmental sustainability.

## **THE PATH TO INCLUSIVENESS AND DIVERSITY**

► Build a more inclusive and diverse workforce in the editorial sector that will also attract new readers.

► Study and data to assess diversity within the industry at various levels in Portugal.

► Raise awareness to address self-censorship and strategies to ban certain books from the market.

► Publishers should publish books regardless of whether they like them or not.

► Promoting reading with special regards to disadvantaged classes.

► Opportunity for more freedom of expression and representation in Portugal of female writers, especially young ones.

► Inclusion of all writers — especially women and young writers — in the literary field and events.

► Writing and reading don't only exist in books, they can also be performative.

► Rethinking written messages on social media as new formats of letters.

► There are still many untapped poets in Portugal when it comes to more conventional poetry.

► Books as a tool to better understand others.

## **NEW LEARNING HABITS**

► School has to be truly useful and of interest for students, creating a desire to learn and a sense of volunteerism and freedom.

► Greater competition and innovation in education in Portugal are needed for increasing the quality of education.

► It is crucial to have good textbooks, and this is good for publishers.

► Rethinking education in Portugal for all income levels in the country.



► There is a long way to go to improve education models to better prepare the portuguese youth, where the model cannot be the same for everyone; each individual has their own needs.

► Technology can be an opportunity in the role of a personal tutor complemented by the teacher that is irreplaceable.

► Syntactic analyses can deter students from texts.

► Schools should be more participatory and open, not closed in on themselves.

► More time to play for children

and reduce their schedules to make time for reading.

► Reading sessions inside the classroom, followed by reflexions on what has been read, especially of classic books that requires more context focus of attention.

► Choosing books in schools that aligned with today's reality.

► Establishing reading clubs in schools with the participation of teachers.

## **REQUESTS FOR PORTUGAL**

**By the President of the Portuguese Republic**

► Constraints of the

publishing industry — books or media – and power in the hands of a few ones.

► A democratic society is a daily construction.

► Inequalities in access to books — both territorial and socioeconomic — which limits the reading habits of the Portuguese.

► The digital future will trigger cultural changes — with due unpredictabilities — creating space for reading and attracting new readers.

► Tolerance and pluralism as essential values for society and democracy.

# Social Moments

Time passes, things change,  
but memories will always stay  
where they are, in the heart.







# Words that will Last

Words, the vessels that carry thoughts, emotions, and ideas in real-time transcending time and space. Words have the power to illuminate, inspire, and ignite. Hold the potential to shape our world and leave a lasting legacy.



A literatura

tem de ser democrática,  
diversa e inclusiva!  
... para todes.

Uma edição muito interessante  
relativa a apaixonada  
ou seja muito importante para a obra  
Pamela!!  
Lilith.

Quânatas  
Serian  
Lestey!  
Suaide  
MARRI  
PIGA

Bom espaço de discussão  
mas, faltaram as b

" Ler para aprender!  
Cada livro, cada história uma inspiração!"  
31.08.23

LER PARA VIAGAR E CRESCER  
31.01.2023

Um livro por dia?  
Não sabe o bem que  
me faz! :)

Cada livro é  
Um mundo de  
fórmulas e ideias

... apoiar os novos autores  
Portugueses?

... que os livros nos

Lines of reflection  
about the best that  
books bring us  
and how they can  
thrive

"The passion for books makes us be what we want."

"Reading is a world *without rules.*"

"The future is in reading."

"A book per day? You don't know the good for you."

"I'm out of inspiration, I'm going to read a book."

"In fact, it all starts with children."

"The Book is a door to *everything.*"

"Promoting reading is an act of creativity.  
More moments like this are essential to reflect  
on what we can do."

**"Congratulations, incredible event!"**

"Books make us live different lives, experience different  
and varied situations, they make us dream."

"Publishers won't give up on readers."

"May the magic of paper books be eternal."

# Partners

A special thanks to the partners of the first edition of Book 2.0.



## Media Partners



## In the framework of







# Governance

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It's time to  
turn the page,  
and the first step  
has been taken.



ABOK  
# THE FUTURE of reading  
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