

# 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

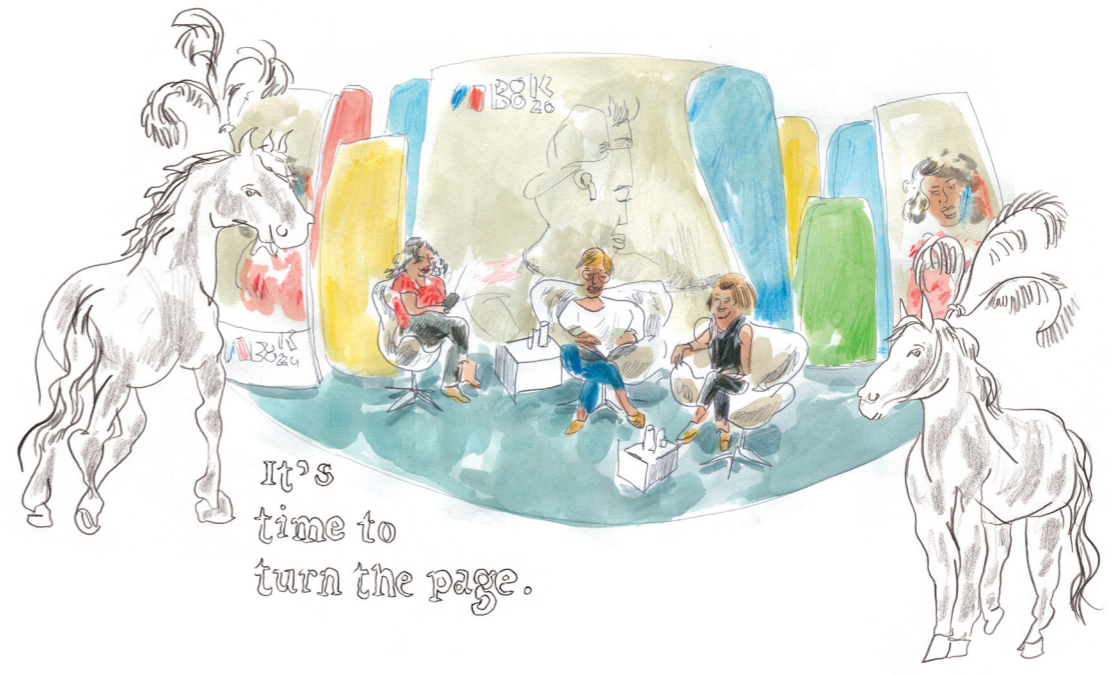
throughout the cities — such as public readings presented by authors to create close contact with readers, a common practice in the United Kingdom and the United States of America.

- ▶ 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.



## **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.

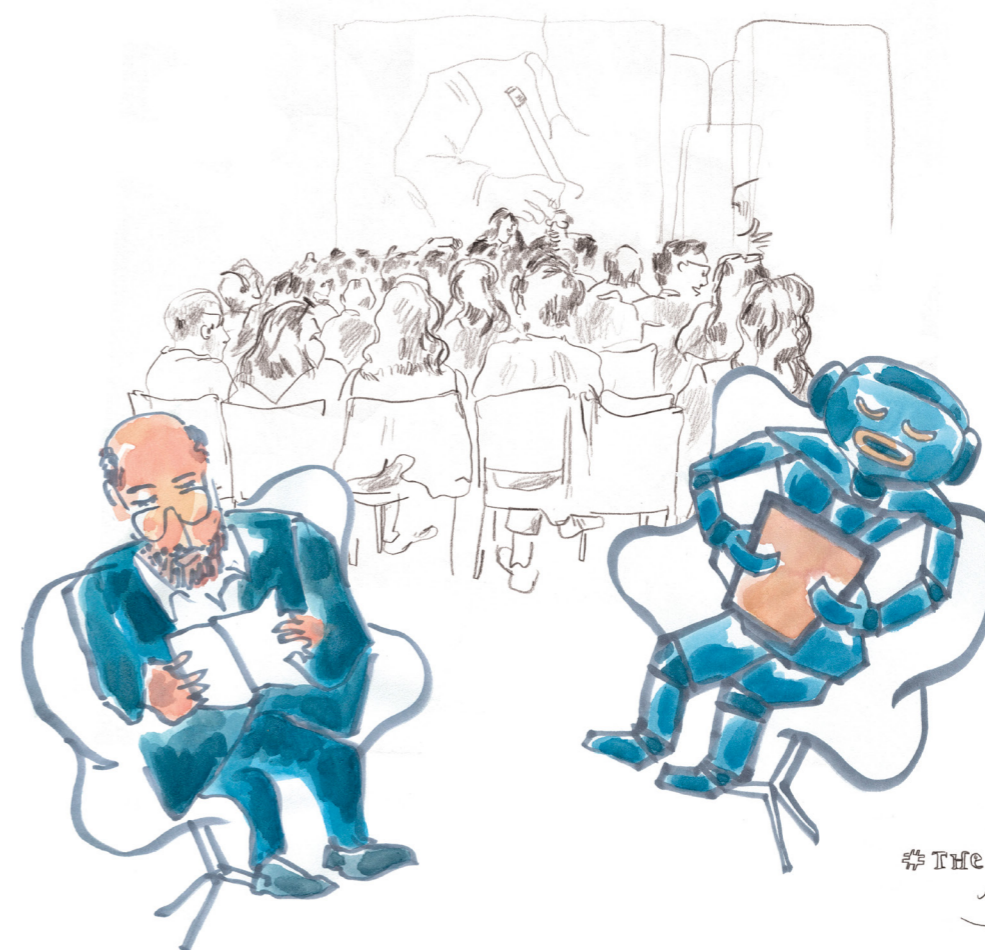
## **NEW LEARNING HABITS**

► 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.



UBO2.0  
# THE FUTURE of reading  
Antigo Leitura Real  
magil

► 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.