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OKUYAY PLATFORM AND THE GUIDE TO DEVELOPING READING CULTURE

ORTAKLIKLAR VE AĞLAR HİBE PROGRAMI
GRANT SCHEME FOR PARTNERSHIPS AND NETWORKS

OKUYAY 

OKUMA KÜLTÜRÜNÜ YAYGINLAŞTIRMA PLATFORMU
PLATFORM FOR DISSEMINATION OF READING CULTURE

www.okuyayplatformu.com



OKUYAY PLATFORM AND THE GUIDE TO DEVELOPING READING CULTURE

IMPRESSUM

ABOUT OKUYAY PLATFORM AND THE GUIDE TO DEVELOPING READING CULTURE

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Project Owner

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READING IS
CREATING
THE FUTURE



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READING INDIVIDUALS STRONG SOCIETY



ABOUT OKUYAY PLATFORM AND THE GUIDE TO DEVELOPING READING CULTURE

OKUYAY Platform and the Guide to Developing Reading Culture, developed in the scope of the grant received by OKUYAY Platform of the Ministry of Foreign Affairs EU Presidency Civil Society Sector Partnerships and Networks Grant Program, includes an account of the activities it carried out during the 24-month project duration, the goals of the project that reached millions, the foundation that it established to achieve its objectives, network, partnerships and the paths it has paved to create examples of best practice, similar international examples, challenges and communication activities determined as a result of the work of OKUYAY Advisory Boards.

The Guide shows the reader how to proceed in a project with a good team, good activities and work plan in order to reach the identified objectives, and explains step by step with all the elements needed to reach a successful level, especially in spreading reading culture, which is the main subject of the project.

During the activities of OKUYAY Platform, we came together with hundreds of people who provided professional services and support to carry out our activities. Since it would not be possible to mention everyone by name, a general thank you is extended.

As OKUYAY Platform team, we would thank each and every individual, institution and organisation we have come into contact with and who has contributed to the success of meeting and surpassing the project objectives and remind everyone that "Reading Creates the Future!".



THE RELATIONSHIP BETWEEN THE TURKISH PUBLISHERS ASSOCIATION AND READING CULTURE

Turkish Publishers Association was established in 1985 in Istanbul. It represents publishers and publication distributors that operate in the publishing sector in Turkey.

The objectives of establishing the Association are to support the elimination of obstacles to freedom of expression and thought through spoken word, texts, pictures, and other means, to further develop the publishing profession, to ensure quality publishing, to develop solutions to challenges related to the profession, to inform the public and its members, to protect and support the rights of its members and publishers, to support the fight against piracy, to promote and represent Turkey in the field of publishing in international platforms, and most importantly of all, to encourage social and scientific research by spreading the culture of reading.

Turkish Publishers Association conducts comprehensive and effective work in the area of book fairs as a significant aspect of spreading reading culture in Turkey by undertaking an advisory role in the structuring of these fairs and by participating in the organisation of the International Istanbul Book Fair and other established book fairs organised in Turkey which are mindful of cultural diversity to ensure that ideas are developed for disseminating reading culture with activities of the Child and Youth Publications Committee and Culture Publications Committee.

The Association continues its active work abroad alongside its national-level work. Since 1999, it has been participating in the national participation organisations of the International Frankfurt Book Fair. In addition, it has been an active member of the National Trade Fairs Committee since 2007, the committee which provides the national participation, representation and organisation of other book fairs which the Ministry of Culture and Tourism participates in. It participates in trade fairs organised abroad to follow events and developments in reading culture and transfers impressions and experiences to stakeholders in Turkey. As a member of EURead, which is active in reading culture in the European continent, works on reading culture of different European countries, closely monitors, cooperates with other EURead members, and shares the developments in Turkey on this platform.



The Turkish Publishers Association is an organiser of National Publication Congresses and its members of the Executive Board and committees is a part of many commissions as moderator or speaker and pioneers work for the promotion of reading culture. During the 9th Turkish Publishers Online Conference held on 25-26 June 2020, discussions were held on how reading culture can become more widespread. The following statements of session results were included in the final declaration of the conference:

1- When reading becomes culture, it will also remove the tensions created by inequality. An internalised reading results in understanding and creates a culture.

2- Reading culture is a matter of development. For this purpose, the central government, local governments and NGOs should work together.

3- It should be ensured that the state and local governments allocate meaningful budgets to this area, as in developed countries, to support the society culturally, in order to increase the diversity and usage rate in classroom libraries, school libraries, university libraries, public libraries, local libraries and mobile libraries, and to gain new readers.

4- Increasing the quality of content, sustainability, organisation, original and innovative platforms is very important for the adoption of reading culture by focusing on the understanding-narration exchange, especially by new generations, rather than making it an imposing structure.

Understanding that awareness of reading culture is a development issue, the Turkish Publishers Association commits to always support investment in the reading culture of Turkey and will also take the necessary steps to maintain OKUYAY Platform.

WHY WAS OKUYAY PLATFORM ESTABLISHED AND WHAT ARE ITS FOUNDATIONS?

Since its establishment and in the framework of its founding principles, the Turkish Publishers and Publishers Distributors Association, known in short as the Turkish Publishers Association, has been in cooperation with public institutions, sister institutions, private organisations and other professional organisations to jointly conduct many projects. Since 2012, it has benefited from the grants given to civil society organisations and developed a variety of projects with grants issued within the framework of the agreements signed between the Republic of Turkey and the European Union. It has accomplished successful grant projects with its past experience and expert team. OKUYAY Platform was established with a grant received as a result of grant call tenders that the Association monitored professionally.

The Turkish Publishers Association, established with the aim of encouraging scientific research and promotion of reading culture, became one of the 10 civil society organisations that were awarded a grant under the scope of the Turkish Ministry of Foreign Affairs Call for the Civil Society Sector Partnerships Networks Grant Program with a comprehensive project aiming at the dissemination of reading culture and started its activities by establishing OKUYAY (Disseminating Reading Culture) Platform in February 2019.

The most important reason for the Association to develop a project for the dissemination of reading culture was its belief that development, preservation of cultural heritage, raising democratic, egalitarian, universal individuals and students' success in national and international examinations can be achieved by acquiring a reading culture. Although we still do not read enough when compared to the European average, the fact that we are a society whose reading rate has increased over the years and has made significant progress in this regard among generations shows that the studies regarding the dissemination of the reading culture will be successful if the necessary support is provided.

Turkish Publishers Association placed importance on including all members of society such as other civil society organisations and activists who support reading



culture, all stakeholders involved in reading culture including teachers, students, children, librarians, parents, adults, publishers, authors, illustrators, academics, experts, public institutions and similar international organisations operating abroad in the project developed by an experienced team. With the awareness that it would not be possible to develop a nationwide reading culture within a 24-month project, it was planned to raise awareness about the dissemination of reading culture and enable the public and individuals to think about and work on this issue, with the aim of taking a pioneering step and setting an example in this regard.

Since its establishment, the Association continues to believe that a step taken to the dissemination of the reading culture nationwide will be achieved by establishing strong partnerships within the framework of cooperation and has paid attention to implementing this comprehensive and important project by making strategic partnerships. For this reason, the Mother Child Education Foundation (AÇEV), the Turkish Librarians Association (TKD), Kadıköy Municipality and Kingston University based in the United Kingdom, the Association for Reading Culture (OKD) and Stiftung Lesen (Foundation for Reading Culture) based in Germany has been included in the project as affiliates. In this way, expertise in the 0-6 age group, the important and necessary contribution of libraries and librarians, activities carried out by young people and universities, local administrations that provide culture and arts services to large populations, and European expertise with deep knowledge of the reading culture in Europe of many years were brought together to jointly take an important step to make a start to a successful project.

The principles of OKUYAY Platform during its establishment and project design phase can be summarised as follows:

1- To conduct an NGO mapping which has not been done before as a requirement for conducting activities in Turkey in the area of reading culture, and to identify civil initiatives, and to carry out a nationwide reading culture research study (that was done 8 years prior to the start date of the project and has not been repeated since). To carry out a baseline study with these studies before starting the activities.

2- Creating a network under the roof of the platform in line with its partners, affiliates, and own experience and knowledge, creating a shared awareness, providing the opportunity to share knowledge and experience.

3- Carrying out capacity building activities of NGOs and civil initiatives that are included in the network or with whom we will work with.

4- In addition to sharing experience, knowledge and guidance in pilot project activities, ensuring the establishment of examples of best practices regarding the provision of financial support in Turkey.

5- With an appropriate and comprehensive communication strategy, disseminate all its activities to as many people as possible.

The journey of OKUYAY Platform which started in February 2019, has opened the door to a new era in the dissemination of the reading culture in Turkey by reaching millions of people with its strong partners, a professional team of 7 and the motto "Reading Creates the Future" through the methods that are described in the other parts of this guide.



**Kingston
University**
London

PARTNERS

Mother Child Education Foundation (AÇEV)

AÇEV has been working for 25 years to ensure that every child is safe, healthy, happy and learning. It develops and implements scientifically based educational programs for children, parents and young women in need throughout Turkey. AÇEV is a non-governmental organisation that mainly undertakes educational programs. It determines the needs of the target audience with research, develops scientifically based programs to meet this need, implements them with cooperation and evaluates the implementation. The target groups for the programs are children, parents and young women living in environments whose development cannot be supported due to social and economic conditions.

Kadıköy Municipality

Serving within the framework of a municipality's jurisdiction and responsibilities, and ensuring these services remain sustainable, Kadıköy Municipality's mission is to create a strong society and environment while focusing mainly on participatory, progressive, contemporary, happy, egalitarian and libertarian children and young adults. Their vision is to be a pioneer in innovation and in due course, to employ a participative management approach. A wide range of cultural and art activities take place within the body of municipality and residents and visitors of Kadıköy enjoy these activities anytime during the year.

Turkish Librarians' Association

Turkish Librarians' Association was established in November 1949 under leadership of Adnan Ötügen and aims at gathering Turkish librarians under a professional organisation, where they will have an opportunity to make their voices heard, discuss and solve mutual and/or individual problems and be in solidarity with one another. Its mission is to develop and strengthen the profession of librarianship by raising public awareness. This public awareness is anticipated to be gained through a participatory and sharing approach as well as solidarity. It supports the freedom to access information within the framework of ethical principles, the habit of reading and lifelong learning.

Kingston University

Kingston University specialises in arts, design, fashion, science, engineering and business management and has in-depth experience in publications and reading culture.



Stiftung **Lesen**



AFFILIATES

Stiftung Lesen

Based in the German city of Mainz, Stiftung Lesen (German Reading Foundation) is a foundation that is committed to promoting literacy with their activities and implements nationwide programs, campaigns, research and model projects in close co-operation with federal and regional ministries, science boards, foundations, associations and companies.

Reading Culture Association

Reading Culture Association is an association that aims to develop a reading culture, support children and the people around them to become individuals with fundamental life skills, promote quality reading spaces and children's libraries and make reading accessible to all.



GRANT SCHEME FOR PARTNERSHIPS AND NETWORKS

OKUYAY

**READING CULTURE
MAPPING STUDY**
OCTOBER 2019

OKUYAY OKUMA KÜLTÜRÜ YAYGINLAŞTIRMA PLATFORMU // GRANT SCHEME FOR PARTNERSHIPS AND NETWORKS

OKUMA KÜLTÜRÜNÜ YAYGINLAŞTIRMA PLATFORMU // PLATFORM FOR DISSEMINATION OF READING CULTURE
Okuma Kültürü Yaygınlaştırma Platformu // Platform for Dissemination of Reading Culture



BAĞIMSIZ
KİTABEVLERİ
ARAŞTIRMA
RAPORU
EYLÜL 2019

OKUYAY



Okuma Kültürü Yaygınlaştırma Platformu // Platform for Dissemination of Reading Culture

TURKEY
READING CULTURE
STUDY
2019

GRANT SCHEME FOR PARTNERSHIPS AND NETWORKS

OKUYAY



ACTIVITIES OF OKUYAY PLATFORM

OKUYAY Platform started its project activities with the project kick-off meeting held in February 2019 with the participation of the partners. All the activities described in detail in this section are the activities that OKUYAY Platform has committed to the grant authority, but also include new needs, ideas, opportunities, collaborations and formats that have been redesigned and shaped due to the global pandemic experienced during the project implementation.

1- RESEARCH STUDIES

A- MAPPING STUDY OF READING CULTURE¹

One of the most important research studies that OKUYAY Platform has presented to the public is the Reading Culture Mapping Study. The Reading Culture Mapping Study prepared for OKUYAY Platform in October 2019, for the purpose of mapping contribution levels and forms of non-governmental organisations working to develop and disseminate reading culture, other communities and non-organised individuals in the field of reading culture. The document is a basic resource for those who are working in the field of reading culture. The Mapping Study is available for download on the website.

The regions of the pilot projects to be supported by OKUYAY Platform, in order to support the capacity building of civil society organisations and civil initiatives that have projects in the field of disseminating reading culture, were determined through findings based on the Reading Culture Mapping Study. The data of the Mapping Study were used to communicate with NGOs in the regions, active citizens, etc. and for NGOs to get to know each other in meetings and prepare joint projects.

1 You can reach the NGO Report, NGO List and NGO Map in the Data section on the www.okuyayplatformu.com website.



> Aim of the Study

The aim of the study was to map the levels and types of contributions to reading culture by civil society organisations and other non-institutional individuals and organisations who are directly or indirectly involved in the development and wide dissemination of reading culture. In light of this aim, the objective was to collect the opinions of the motivations of joining the network of the Turkish Publishers Association, their expectations of the network and possible contribution that they could make and to establish a database. In addition, it was aimed to put forward the perceptions and approaches that came to the forefront regarding the various aspects of reading culture for the so-mentioned individuals and organisations.

> Scope of the Study

This study includes in its scope civil society organisations, university communities, community centres, informal groups and individuals contributing to reading culture. The criteria of producing content related to reading, having the capacity to produce content and having a power of impact was considered as a basis when identifying the so-mentioned individuals and organisations to be included in the scope.

The scope of the study extended to the provinces of Istanbul, Izmir, Ankara, Diyarbakır, Adana, Bursa, Samsun, and Kocaeli, to meet the needs of OKUYAY Project. With the purpose of providing diversity, the provinces of Muğla, Muş, and Şanlıurfa were included in the mapping study. In addition to the related organisations in the identified regions of the study, interviews were also held with opinion leaders bookstores that have a say and conduct activities related to reading culture (in addition to their commercial activities).

> Method

The mapping was conducted in two stages.

> Desk Study

A desk study was conducted to establish the current population for reading culture in Turkey and a list of approximately 300 individuals and organisations was created. The list was established by screening the NGO databases and informal groups and by a review of the social media accounts of persons conducting activities in the topic area. The individuals and organisations directly or indirectly conducting activities regarding the topic area were categorised according to aims. By using this list,

a sample was selected according to the aims of the project and which would be most reflective of the population and would provide the details desired in the study.

➤ In-depth Interviews

Face-to-face in-depth interviews lasting approximately one hour was held with 150 individuals and representatives of organisations selected as a sample during the desk study. During the interviews, other participants were reached by means of the snowball method. The websites, publications, products and documents of the individuals and organisations met were reviewed. A database was established with the data collected by means of open-ended questions during the interviews and information about the below-listed headings.

- Name
- Type of Organisation
- Province
- Target Group
- Thematic Area
- Activities
- Projects
- How many of all activities are reading culture activities?
- Relevance to the topic (Direct/Indirect)
- Frequency of project implementation
- Level of cooperation
- Reasons for avoiding cooperation
- The Perspective of the Network
- Gains from the Network
- Contributions to the Network
- Leaning toward the topic / Motivation
- Level of Impact
- Activity level
- Website, Social Media Accounts, Contact Information



> Results

> Distributions (Province, organisation, organisation structure, target groups, etc.)

- With regard to the distribution of people and communities working on reading culture by provinces, it is seen that the highest density level is in Istanbul, followed by Ankara. With small differences, other provinces where reading culture groups are concentrated can be listed as Izmir, Diyarbakır and Adana. These five provinces are the most active in terms of activities for reading culture.
- Where the organisational types of the communities related to the reading culture were investigated during interviews, it was found that a high number of associations are located in these regions, and other structures are less common. It is noteworthy that informal structures and individuals followed after associations.
- An examination of the distribution of types of organisations by provinces found that the associations were most found in the first three ranking provinces (Istanbul, Ankara and Izmir). It is possible to say that among these three provinces, unlike the others, foundations are concentrated in Istanbul, while student communities are more involved in Ankara compared to other provinces. It is noteworthy that in Diyarbakır, unlike other provinces, individual initiatives surpass associations. This can be explained by the constraints faced by civil society mobility in the region and the strong informal relations. A general assessment shows that the individual and informal structures frequently encountered in provinces other than Istanbul, Ankara and Izmir consist of the branches of associations based in Istanbul and Ankara and the volunteers of the associations, as well as reading groups organised locally and formed based on arising needs.
- It is observed that the works of individuals and communities involved in learning culture generally do not focus on a specific target audience. However, as it can be seen in the graphic below, children and youth-oriented reading culture studies are quite common, and individuals and communities that carry out activities for adults are limited. Moreover, while institutions and individuals targeting children and young people generally remain loyal to their objectives, those targeting teachers and women generally expand their areas of activity and thus indirectly focus also on children.
- Examination of the thematic distribution graphic, which can be seen as the organisational objectives of individuals and communities, shows that the majority of the contribution to the reading culture is made in the fields

of literature and education, followed by the contributions of individuals and groups focused on cooperation, religion, and rights. In addition, it is observed that those active in other themes are generally indirectly involved in the subject, but contribute to the activity on the basis of the activity.

► Activities Conducted

As a result of an analysis of activities conducted by persons and organisations in the area of reading culture, it was seen that the below activity types are most commonly conducted.

- Reading activity
- Book donations
- Establishing a library
- Establishing a reading group
- Meeting and interviews with authors
- Workshop activities
- Producing academic publications (on reading, language development, critical thinking skills)
- Reaching readers and/or social groups with online and printed publications
- Organising festivals

► Motivation

It is observed that the motivation of the dispositions of individuals and organisations related to reading culture (or in other words, the activities which are implemented) differ. Their motivations are closely related to the aims of their organisation for continuing their reading activities. When reviewed categorically, the dispositions may be listed as follows:

- Social Activity
- Advocacy
- Donation
- Vocation
- Commercial
- Academic
- Network
- Publication



> Current Relationships with Stakeholders

A high level of cooperation is made with local administrations while conducting activities related to reading culture and the Kadıköy, Seferihisar, Nilüfer and Çankaya District Municipalities are the most cooperative. Local administrations are effective in the dissemination of reading habits and are known to be organisations that are open to cooperation. However, it is mentioned that reading culture activities were not a priority when developing strategic plans. No financial support is expected of local administrations, on the contrary, it is considered a factor that damages dignity. Instead, the requests to use their facilities and vehicles during reading activities, festivals, or delivering donations village schools are made and these requests are generally met.

> Approach to New Cooperation

Almost all interviewed individuals and organisations stated that they are open to contact and cooperation, however, it is observed that there is no regular cooperation and dialogue between themselves, except for the established associations and foundations which are working systematically. Groups implementing similar activities generally do not know of each other or they have limited dialogue. The barriers to this are stated as being the political activities of the organisations, having different political opinions to themselves, being discriminatory or gender biased or that they do not see respect for their values. Organisations such as the Supporting Modern Life Association (ÇYDD), the Mother-Child Education Foundation (AÇEV) and Community Volunteers Foundation (TOG) are seen to be associations which are providing the most contribution to reading culture.

The project for establishing a network is greeted positively. Participants stated that they thought this may be the first initiative and they were 'excited' about this and they would be 'more than happy' to be a part of it. There is an agreement that a strong civil society network would be effective in developing a reading culture. It was emphasised that individuals and groups could provide support and it would also be an important contribution to themselves.

Among the contributions of the network are increasing the visibility and sharing of current activities and project management, especially for small scale associations.

Other expectations of the network to be established can be summarised as follows: focusing on the topic, creating a platform where individuals and or-

ganisations freely express themselves, ensuring fair access for participation on the topic, exchanging examples of best practice and experiences and providing guidance and for the network and project implementers to be transparent.

> Evaluation

- The most active provinces and most open to development in regard to reading culture are Istanbul, Ankara, Izmir, Diyarbakır, and Adana. This is a signal that activities in other provinces are low and that the energy focused on the network and project in these five provinces will be well utilised. Regardless, it is important that the primary characteristics of these regions are taken into consideration in terms of reading culture; for example, in Diyarbakır, communication is more effective when ensured through individuals rather than institutional structures.

- Individuals and organisations activities being focused on children and youth points to an important gap in this area. There is an opportunity to bring a fresh perspective on activities regarding reading habits for different target groups (such as adults, elderly, women, and persons with disabilities, etc). A specific objective can be identified to specifically conduct activities for adult groups such as women, teachers and other groups and to strengthen their contributions.

- As can be commonly seen within civil society and also in many structures in Turkey, the most prevalent reason for lack of cooperation and dialogue is political polarisation. Bringing to the agenda the lack of communication due to political differences as an important reason shows that the polarisation can be experienced even in a topic such as reading culture which is seemingly distant from the political arena. In order to reduce the adverse effects of this matter, it is important to bring to the forefront a method of communication that focuses on contacts and common goals rather than identities within the network and to strongly emphasise “transparency” and “fair access” among expectations, as previously discussed.

- It is seen that the main motivation of individuals and organisations in the field of reading culture to join the network is to gain contributions, rather than providing contributions.

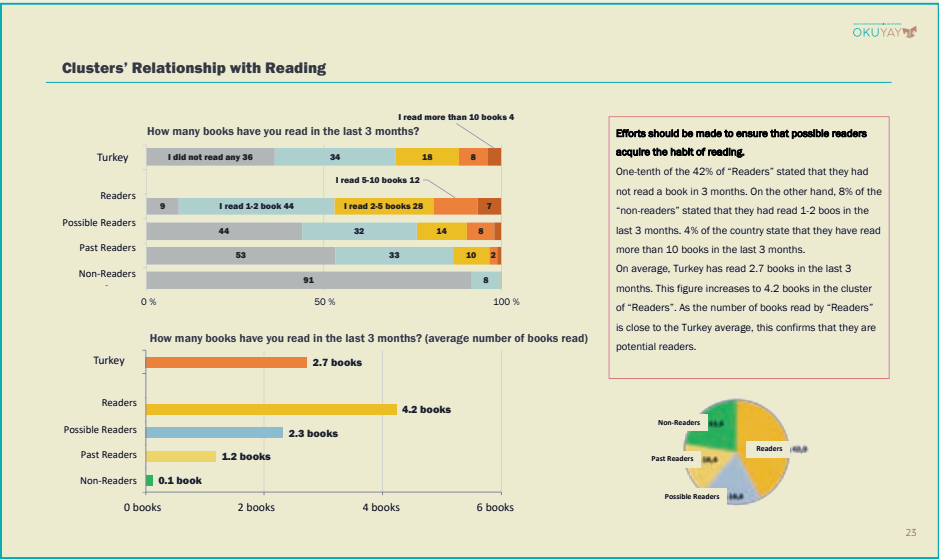


B- TURKEY READING CULTURE STUDY 2019

One of the most important and beneficial activities that OKUYAY Platform project conducted, whether it be for the project or the public, was the Reading Culture Study carried out in 2019 by the KONDA Research and Consultancy Company commissioned by the Turkey Publishers Association for OKUYAY Platform. With this study, it was aimed to identify the reader profile and trends in Turkey, identify means of solution to overcome the challenges in direct or indirect access to information, make recommendations to related organisations and individuals, identify the perception of the public regarding libraries, increase the service quality and diversity of public and children's libraries affiliated with the Ministry of Tourism and Culture and to determine a road map for the future.

The primary objective of the study was to demonstrate the different dimensions of books and reading culture in Turkey. To this aim, a survey representing a population of over 15 years of age in Turkey was designed and carried out. Sample selection and research methods are explained in the introduction part of the report. The study revealed, not only the reading rate of individuals but also many other dimensions of society's relationship with "reading".

The report includes the response ratios for each question asked within the scope of the research. In addition, in-depth analysis was conducted with the research data, and findings that were striking or thought to make a difference were included into the report.



A further objective of the research was to create a base resource for the studies to be conducted by OKUYAY Platform. The results of this research study were evaluated with all stakeholders during the activities of OKUYAY Platform.

By conducting the Turkey Reading Culture Research 2019, which had not been carried out for a long period of time, it was possible to fill an important gap in regard to publishing and reading culture studies, by having established information/data.

➤ Sample and Distribution

The basis of this report is a field study conducted on 14 and 15 September 2019, whereby face to face interviews were conducted with 2929 persons.

The study was designed and implemented to identify and track the trends and changes in preferences of respondents over the age of 15 in Turkey. As the aim was to collect data about the population of Turkey, the sample was representative of the population over the age of 15 regardless of their relationship with books and reading. (A questionnaire was also conducted with individuals who had no relationship to reading or who were illiterate.)

The sample was prepared with a layered approach using the neighbourhood and village results of the general election held on 1 November 2015 on the data on the Address Based Census according to the size of the registered neighbourhood and village and level of education. The areas of settlement were firstly grouped as rural/urban/metropolis and the sample was determined by taking into account 12 regions. The research data does not use provincial representation.

In the scope of the study, face to face interviews were held with 2929 individuals in 166 neighbourhoods and villages of 104 districts in 29 provinces. An age and gender quota were placed on 18 questionnaires in each neighbourhood.

➤ Content of the Questionnaire Form

The content of the study and content design of the questionnaire form was developed together with the Turkish Publishers Association and OKUYAY Platform. When designing the questions and response options, the probable duration of the questionnaire and ensuring the questions are understood by different social profiles of the groups were taken into consideration, alongside the factors which needed to be ascertained from the population. Similar studies were conducted in the past and a literature review was carried out when the questionnaire form was being developed.



The content of the questionnaire was as follows:

- Demography
- Practices
- Reading demography
- Book practices
- Perception of reading
- Children and books
- Publishing components

The content of the questionnaire is designed to measure all kinds of practices and perceptions of the society with the act of “reading”. The research aimed to reveal findings that will guide strategies for dissemination of reading culture, as well as providing a situation assessment. In this scope, a report was prepared as a result of the survey content prepared in coordination with the Publishers Association and OKUYAY Platform, which will act as a multi-dimensional guide for the many components of the sector.

Within the scope of the survey, many questions were asked about what they read, which genres, where they read, how often they read, where and how often they bought books in order to measure the relationship between practicalities and reading. In addition, their perceptions of reading culture were determined with different recommendations.

Contact with bookstores, libraries and book fairs was measured. Apart from these, basic demographic questions were also included in order to understand the profile of the readers.

> Main Findings of the Study

- In the research report, 42% of people were described as the “Readers” cluster. This cluster mostly comprises young, educated persons living in a metropolis. However, there is also a considerable number of persons over the age of 49 with a low education level living in rural regions who are also included in this cluster.

- As a society, we believe in the importance of reading! Even within the groups of non-readers or those who have no contact with books, the percentage of persons who do not think reading is important is very low. No matter from which angle it is evaluated, for 70% to disagree with negative statements and for

10-15% to be impartial in a society where the reading rate is only 50%, this can be interpreted in a positive outlook on reading culture.

- The opinion of those who read less or do not read is positive toward reading culture. Their opinions, attitude, and preferences regarding reading are in parallel with readers. Therefore, there is no barrier in terms of mentality towards disseminating the reading culture.

- The percentage of people who have stated that they have read a book in the last 3 months or who have read more than one book has increased from 30% to 64% since 2008. Further, this increase is seen in all demographic clusters. Even if they have exaggerated their own reading status, it can still be stated that the outlook is much more positive than it was 11 years ago.

- Young people are reading more. Reading increases according to parameters such as education, income, cultural consumption. The highest reading cluster is students.

- The primary factor in the high level of reading rate is the support coming from the family. The level of reading in persons who have received support from their families is on a 1 to 1 proportion. Society is also aware of this. But there are still many parents who do not read to their children. However, young parents read to their children more often.

- In the world, the level of reading decreases in young people as the level of use of social media increases. However, in Turkey, the reading level of young people increases in those who frequently use social media. This may be a social advantage.

- Although their life practices are more limited and the level of education is lower, women read more books. Mothers are also reading books to their children more often.

Results of the study show that Turkish society is in a relationship with the reading culture that is developing. When compared with European averages, it can be stated that we are still not a society that sufficiently reads. However, it is observed clearly as a result of this study that we are a society whose reading rates are increasing and there are positive developments among generations. A comparison of studies conducted in the past showing the striking increase in those who state they “read” is a positive indicator. But even this study shows that Turkish society places importance on reading, understands what needs to be done to develop reading and that there is an increase in the trend to behave towards these realities.

15
OKUYAY TALKS
220
ATTENDEES

10
OKUYAY MEETINGS
679
ATTENDEES

899
ATTENDEES
IN TOTAL

2- OKUYAY MEETINGS AND OKUYAY TALKS

Experts and practitioners were brought together in the closed circle OKUYAY Meetings, which were held in order to address the challenges and solutions related to reading culture with all stakeholders related to reading culture, and the topic areas were examined in detail. Brochures and booklets prepared as a result of these meetings also serve as a resource for the field.

In OKUYAY Talks, meetings with general participation were held with the aim of informing the public.

The Meetings and Talks have produced significant results in terms of fulfilling the networking function, which is the purpose of establishing OKUYAY Platform. Academics working in the field of reading culture, NGOs active in this field, volunteers, librarians, teachers, and publishing stakeholders throughout Turkey came together to discuss the issues and achieved some important results in terms of a common frame.

The chronological list of OKUYAY Meetings and OKUYAY Talks, where different subjects of reading culture were discussed, are given below.

A- OKUYAY MEETINGS

OKUYAY MEETINGS-1

"Elma Elma Söyle Bana!" 25 May 2019

OKUYAY MEETINGS-2

The Influence of Children's Picture Books on Reading Culture 18 June 2019

OKUYAY MEETINGS-3

Primer Books' Influence on Reading Culture 19 July 2019

OKUYAY MEETINGS-4

Reading Culture Studies in Diyarbakır 30 September 2019

OKUYAY MEETINGS-5

Selecting our Regions 24 October 2019



OKUYAY MEETINGS-6

The Effect of School Libraries and Librarians on Reading Culture 03 December 2019

OKUYAY MEETINGS-7

Contribution of Popular Magazines to Reading Culture 11 February 2020

OKUYAY MEETINGS-8

Discussion on Pilot Projects 12 May 2020

OKUYAY MEETINGS-9

What Do the Youth Read? 20 May 2020

OKUYAY MEETINGS-10

Promoting Books in Newspapers and Magazines 18 August 2020

OKUYAY MEETINGS-11

Promoting Books in the Digital World 15 September 2020

OKUYAY MEETINGS-12

Promoting Children's Books 6 October 2020

OKUYAY MEETINGS-13

Contribution of Book Clubs on Reading Culture 5 November 2020

OKUYAY MEETINGS-14

Contribution of Bookstores on Reading Culture 1 December 2020

OKUYAY MEETINGS-15

Contribution of Creative Drama on Reading Culture 4 December 2020

- A total of 89 individuals with different areas of expertise attended OKUYAY Meetings as speakers.

B- OKUYAY TALKS

OKUYAY TALKS-1

Impact of Children's Picture Story Books on Reading Culture 7 April 2019

OKUYAY TALKS-2

Impact of Books on Creating Environmental Awareness 24 May 2019

OKUYAY TALKS-3

Contribution of Comic Books on Reading Culture 23 August 2019

OKUYAY TALKS-4

Contribution of Secondhand Bookshops on Reading Culture 25 August 2019

OKUYAY TALKS-5

A Future Which Reads 29 September 2019

OKUYAY TALKS-6

Actually, We Are Reading: Study on Turkey's Current Reading Culture 3

November 2019

OKUYAY TALKS-7

The Effect and Contribution of Social Media to Reading Culture in Pandemic Days

15 May 2020

OKUYAY TALKS-8

3 Cities 5 Projects 16 June 2020

OKUYAY TALKS-9

Contribution of Book Clubs on Reading Culture 8 December 2020

OKUYAY TALKS-10

What Should the Public Sphere Do to Develop Reading Culture? Challenges-Solutions-Recommendations 10 December 2020

A total of 27 individuals with different areas of expertise attended the OKUYAY Talks as speakers.



3- NATIONAL FAIRS, FESTIVALS AND FETES

OKUYAY Platform participated in various fairs and festivals in Turkey to promote its work, to communicate with NGOs and to organise meetings for the dissemination of reading culture. While visitors from all sectors within society were present at the fairs, festivals and fetes, the Turkey Publishers Association ensured the participation of many people by conducting many activities appropriate to the objectives with the support of the Kadıköy Municipality (as one of the project partners) and the Tüyap Fairs Inc., which the Association cooperates with.

OKUYAY Platform was introduced to those who visited the stands set up in fairs, festivals and fetes. Brochures, bookmarks and booklets were distributed. The contact information of people who want to be informed about the upcoming events of the Platform were recorded and added to the member lists. Visitors were asked to fill out the questionnaire prepared to be used at the fairs in order to gather information on reading culture.

Within the scope of the programs of fairs, festivals and fetes, OKUYAY Talks were held on themes that would benefit and support these activities.

Participation in fairs, festivals and fetes provided the opportunity to meet and communicate with NGOs, initiatives, platforms, active citizens as well as those working in different fields, working to disseminate the reading culture.

The stands of OKUYAY Platform were visited with great interest by teachers, students and many people interested in reading culture.

24th TÜYAP İZMİR BOOK FAIR, 6-13 April 2019 500 thousand visitors

- On 7 April 2019, the 1st OKUYAY Talk titled "Impact of Children's Picture Story Books on Reading Culture" was held at the Fair.

KADIKÖY 3rd ENVIRONMENT FESTIVAL, 24-26 May 2019

- The 2nd OKUYAY Talk titled "Impact of Books on Creating Environmental Awareness" and the 1st OKUYAY Meeting titled "Elma Elma Söyle Bana" was held in the scope of the Festival.



KADIKÖY DRAWING AND BOOK FESTIVAL, 22-27 August 2019

- The 3rd OKUYAY Talk titled "Contribution of Comic Books on Reading Culture" and the 4th OKUYAY Talk titled "Contribution of Secondhand Bookshops on Reading Culture" was held in the scope of the Festival.

38th TÜYAP ISTANBUL BOOK FAIR, 2-10 November 2019 605 thousand visitors

- The 4th OKUYAY Talk titled "Actually, We Are Reading: Study on Turkey's Current Reading Culture" was held in the scope of the Fair.

4- INTERNATIONAL STUDY VISITS AND BOOK FAIR VISITS, MEETINGS

A- STUDY VISITS AND IMPRESSIONS

UNITED KINGDOM

1-4 July 2019

The UK study visit program, including the project partner Kingston University, was prepared by the Kingston University project representative Prof. Alison Baverstock. Within the scope of the study visit program visits were made to Book Aid International, CILIP (Chartered Institute of Library and Information Professionals), UK Library and Information Association, National Literacy Trust, Libraries Connected, The Literacy Consultancy, Book Trust, Publishers Association, The Reading Agency, Marlborough Literature Festival, PEN International, Kingston University, School Library Association, WorldReader and Independent Libraries Association and information was obtained about their activities to develop and disseminate reading culture in the UK.

> ORGANISATIONS/NGOs VISITED AND MET

> KINGSTON UNIVERSITY

OKUYAY Platform Project partner Kingston University implements important reading projects throughout the country to support the dissemination of the reading culture.

www.kingston.ac.uk/big-read/

> BOOK AID

Book Aid, a charity with legal status, is a pioneering international charity working on book donation and library development. Its motto is: "Books change lives."

Established in 1955 with the initiative of Countess Ranfury, spouse of the Caribbean governor, Book Aid tries to facilitate access to books in schools, public libraries, other educational associations, civil society organisations and prisons. They continue



to send books to universities, colleges, education faculties, medical schools and refugee camps in Africa and some East Asian countries.

Book Aid tries to establish and support a library system where people can easily access all kinds of books for educational purposes or reading pleasure. It teaches some basic things that library staff and teachers can do by offering short training programs that inform them about these issues.

They regularly share their own annual surveys and reports from partners on their websites. Children's Corners, which have been implemented in many countries since 2009, and teacher training are among the important projects of the institution.

<https://bookaid.org>

► **CILIP** (Chartered Institute for Librarians and Information Professionals)

The Chartered Institute for Librarians and Information Professionals (CILIP) was established as the Librarians Association in 1898 by Royal Order and is closely interested in readers, looking for an answer to the question of what makes a person a reader. It brings together authors, publishers, distributors, booksellers, librarians, and teachers who can benefit from these studies and want to understand readers and develop its works to increase the number of readers and to bring diversity to the reading culture.

One of the most essential missions of CILIP is to instill the love of reading and books in people and to ensure libraries are revived to their main purposes of existence. In addition, being able to cooperate in the field of reading culture internationally is among their objectives.

In addition to important projects such Books on Prescription and the Great School Libraries Project, as well as the long-term Building a Nation of Readers project, CILIP aims to support reading and diversity in cooperation with associations working on reading culture, libraries, bookshops, and publishers. The Institute also organises the Carnegie & Greenaway Medals award, the UK's longest-running and most prestigious award for children's books.

<https://www.cilip.org.uk/>

► NATIONAL LITERACY TRUST

The National Literacy Trust is a fully independent charity with a mission to increase the literacy skills of children and young people in disadvantaged areas and develop their talents to lead them to a successful future. Its earnings come through its own commercial activities and educational programs, and sometimes they receive donations and develop sponsored projects.

The NLT has been conducting a literacy survey in the same format every year for 12 years and is the world's largest survey study in this field with 57 thousand participants. It specifically aims to ascertain the literacy behaviour and attitudes of children and young people. The regular data obtained from this study is important for the whole of the UK, as it enables them to follow the development and change and to allow the development of new solutions. The NLT has approximately 60 thousand followers on Twitter and draws attention with its research; the results of the research are published as articles in important journals and newspapers.

<https://literacytrust.org.uk/>

► LIBRARIES CONNECTED

Known as the Society Chief Librarians, the organisation changed its name to Libraries Connected in 2018. Libraries Connected professionally operates public libraries in the UK, Wales, and Northern Ireland.

Annual members and all employees of member libraries are able to participate free of any additional fee in activities of the platform such as the library development activities, activities related to children, internet-related services and can benefit from training programs. Libraries Connected supports CILIP, Book Trust and Reading Agency by purchasing their programmes and takes part as a solution partner in the Summer Reading Challenge, Read Ahead and Books On Prescription programmes.

They are working on implementing the system in Wales also in England.

<https://www.librariesconnected.org.uk/>



> BOOK TRUST

Book Trust, whose main area of work is early childhood, develops projects in this field and makes efforts to ensure everyone has access to books. For this reason, the aid they receive from the Arts Council is much higher compared to other institutions.

Book Trust places importance on working and establishing partnerships with local governments, is organisationally very large and has many different relationships, therefore their communication is managed by a central CRM system, including the distribution of books and logistics matters.

Known as the world's first book gifting program, Bookstart (My First Book) and the Bookstart Treasure Pack and Bookstart Baby Pack reaches every child in the UK. In addition, the Bookstart Corner program was developed for economically disadvantaged regions. They also try to reach children with various needs with different packages such as Booktouch, Bookshine, and Bookstart Star.

<https://www.booktrust.org.uk>

o THE READING AGENCY

The Reading Agency projects, which aims to encourage people to start reading, to enable those who have problems with reading to develop reading skills, to enable reading enthusiasts to read differently and show them as an example for those who cannot read well, cover all age groups except very early childhood. Besides, they have reviewed their vision and goals in recent years to focus on the individual and social effects of reading and have started to work on three main goals: health and well-being, social skills, and socialization.

The Reading Agency, which partners with schools, colleges, health centres, prisons and libraries, states that public libraries are their main partners.

<https://readingagency.org.uk>

Programs such as the Summer Reading Challenge and Chatterbooks enable children to enjoy books and continue their reading habit during the summer break. These programmes had a significant impact.

The Quick Reads and Reading Ahead programs also stand out among the projects created for adults who have not been able to acquire or maintain a reading habit. In addition, Reading Well and Books on Prescription, which are prepared in accordance to considering the healing power of books and reading are among the programmes that continue to attract attention over time.

Reading Groups and Reading Friends, which are planned as reading groups for people who feel lonely, live alone and have little social connections, are carried out by volunteers at local organisations and are currently implemented in 14 locations across the UK.

GERMANY

14–15 October 2019

During the study visit to the project affiliate Stiftung Lesen, the working method, structure, departments and missions of the foundation were explained to OKUYAY team with presentations, and visits were made within the framework of the programme prepared by Stiftung Lesen.

> ORGANISATIONS/NGOs VISITED AND MET

o STIFTUNG LESEN

Stiftung Lesen, which brings to life many different projects on the development and dissemination of reading culture in Germany with the motto “Everything starts with reading”, implements programs, campaigns, research and model projects throughout Germany in close cooperation with federal and state ministries, scientific institutions, foundations, associations and private companies.

Stiftung Lesen implements activities such as the nationwide Starting to Reading (Lesestart) 1-2-3, World Book Day, Germany “Read Aloud Day” (Vorlesetag), book clubs and projects such as the National Reading Alliance (Nationaler Lesepakt) and tries to ensure that children and youth come across books and stories regularly in their early years.

The National Day of Reading Aloud (Bundesweiter Vorlesetag), organised by Stiftung Lesen throughout Germany, has become Germany’s largest reading aloud festival with 700 thousand participants, with the joint initiative of Stiftung Lesen and Deutsche Bahn. OKUYAY platform implemented the Turkey Reading Aloud Day online activity for the first time on the 20th of November in 2020, with the contribution of Stiftung Lesen. Over 10,000 people participated in the project which was carried throughout November.



Reading clubs have an important place in the dissemination of the reading culture in Germany, where importance is placed on reading aloud. In this sense, Stiftung Lesen organises activities that increase reading motivation in the scope of programmes such as Leseclubs (Reading Clubs), Lehrerclub (Teachers Club), Lesescouts (Reading Scouts) and Vorlesezauber (Reading Wizard).

<https://www.stiftunglesen.de>

➤ **BÖRSENVEREIN DES DEUTSCHEN BUCHHANDELS** (Association for German Publishers and Book Traders)

The Reading Research unit of the Association for German Publishers and Book Traders focuses on activities to encourage and promote reading, and aims to provide children and young people with reading skills in the context of text and media. Also, among its goals is to ensure the direct participation of publishers and local bookstores in the implementation of their projects and to create a starting point and theme of this cultural mediation. Acting on the motto "Children who love to read today, are the book readers of tomorrow", the Association for German Publishers and Book Traders Reading Research unit, not only contributes to the projects of Stiftung Lesen, but also implements its own projects.

The Interessengruppen Leseförderung (Reading Research Community/Expert Group) established within the Association develops strategies for the dissemination of reading culture. It evaluates these strategies within the framework of the current fixed price law and organises events for the benefit of the public, together with children and youth publishers.

<https://www.boersenverein.de>

B- VISITS TO FAIRS AND MEETINGS

VISIT TO THE BOLOGNA CHILDRENS' BOOK FAIR

Participation in the EURead Panel (1 April 2019)

In a panel organised by EURead, speakers gave general information by introducing EURead and its project. In the second half of the panel, some examples of best practices from Sweden regarding supporting books were shared.

Meeting with German and Dutch Stiftung Lesen (2 April 2019)

Participants: Daniel Beeke (Stiftung Lesen, The Netherlands), Anna Sukhyna, EURead, (Stiftung Lesen, Germany)

At the meeting, information about OKUYAY Platform was provided and information was received about participation in EURead activities. The presentation to be made at the EURead conference to be held in September 2019 was discussed and intention to participate in the EURead project was expressed.

Introductory Meeting of the SDG Book Club (2 April 2019)

The SDG Book Club, a United Nations project jointly carried out with the International Publishers Association (IPA), establishes short lists of children-young-adult books related to the UN's sustainable development goals. Information was received by participating in the project introductory meeting.

Meeting with IBBY (3 April 2019)

Participants: Elizabeth Page IBBY, Executive Director

The International Board on Books for Young People (IBBY) is an important and world-renowned NGO in the area of book promotion. In the meeting with IBBY, information was provided about OKUYAY Platform and a discussion was held on the possibilities of cooperation between the IBBY branches in Turkey.



Meeting with Associazione Italiana Editori (AEI) (3 April 2019)

Participants: Giulia Marangoni (AEI), Piero Attanasio (AEI)

Information was received about the Aldus Project financed by the Creative Europe Program of the Italian Publishers Association. The “Why should I read?” campaign conducted by the Italian Publishers Association (AEI), aims to create a network between schools, libraries and bookstores in rural areas.

IPA and Elsevier Publishing Meeting (3 April 2019)

Participants: Michiel Kolman (IPA), Rachel Martin (IPA), Elsevier Publishing

Information was provided about OKUYAY Platform and information was received about the UN SDG Book Club. A discussion was held about implementing the SGD Book Club by OKUYAY Platform in Turkey, as it is an example of best practice of a programme which supports reading.

VISIT TO THE FRANKFURT BOOK FAIR

Meeting with Mediacampus Frankfurt (16 October 2019)

Participants: Judith Hoffman (Mediacampus Frankfurt)

The project was explained to the Mediacampus program officer and discussions were held about what book sellers could do to develop reading culture and also about the training that they provide. Information was received on the activities carried out for bookstores and reading culture activities within the Frankfurt Book Fair.

Meeting with Börsenverein des Deutschen Buchandels (Association for German Publishers and Book Traders) (16 October 2019)

Participants: Çiğdem Aker, Britta Horst (Börsenverein des Deutschen Buchandels)

Information was received on the Vorlesen Tag (Reading Aloud Day) and Welttag des Buches (World Book Day) organised by Börsenverein des Deutschen Buchandels. The materials and methods of Lesetute (Reading Bag) and Lese-Reise (Reading Trips) were examined alongside other studies conducted by the Association’s Reading Research unit.

EUREAD GENERAL ASSEMBLY MEETING, BELGIUM 23-25 September 2019

EURead is a non-profit organisation that has 28 members from 21 countries, which conducts various campaigns and develops new strategies to spread reading culture in European countries and is holding its annual conference in Brussels to raise awareness on this issue.

OKUYAY Platform attended the conference titled “Get Europe reading again - Campaigns and Programs”, where discussions were held about what can be done regarding reading culture in the EU in the upcoming period. The activities of the Turkish Publishers Association was presented and the plans to be included in the Europe Reads Project was informed.

The topic areas of focus of the conference are:

- 1- Book Gifting: Gifting each child with Bookstart and presentations of participants
- 2- Europe Reads Campaign: reading campaign of EURead and presentations of participants
- 3- Topic areas on which members should focus in the upcoming period
- 4- Cooperation between members



5- OKUYAY ADVISORY BOARDS

Advisory Boards were established with representations of academics, NGO representatives, teachers, librarians, and publishers active in the area of reading culture with the aim of identifying the challenges and solutions to be included in the reading culture dissemination guide and to carry out the preparations for the recommendation for a draft law/regulation to be developed at the end of OKUYAY Platform Project. Within the advisory board meetings important determinations were made on developing and dissemination of the reading culture in Turkey.

A- OKUYAY ADVISORY BOARD MEETINGS

OKUYAY ADVISORY BOARD MEETINGS 1-2

Date: 24 December 2019

Venue: Cezayir Meeting Room, Beyoğlu, Istanbul

After the introduction of OKUYAY Platform to all participants in the first session, information about the purpose of the Advisory Board meetings, the way of working and the proposals for the draft law/regulation to be prepared with the results to be obtained was given. After identifying the chairmen of the boards, Advisory Boards of 30 people started to work in the Child, K-12 and Adult groups.

In the second session, the current situation of reading culture was evaluated in terms of groups and the problems to be addressed in these meetings were determined. The working method was defined for the recommendations and solutions. Sub-committees were established to determine what needs to be done to formulate draft laws/regulations, and the work to be done on the decisions taken in previous congresses, councils, summits, etc.

OKUYAY ADVISORY BOARD MEETINGS 3

Date: 7 July 2020

Venue: Online Platform Zoom

Conducted online due to COVID-19 pandemic.



In these meetings, in which the method to be applied for the evaluation of the work of the Advisory Board and the preparation of the final document was determined, the things to be done for the dissemination of the reading culture, the identified problems and solution suggestions were discussed with a wide participation and by sharing examples of good practice.

It was interesting to find that the challenges in question and recommendations for solution were also expressed in the previous national congresses, workshops, symposiums, etc., showing that solutions to these challenges have been sought for a long time. It was stated that the results of the National Broadcasting Congresses and the National Culture Council should be stated in the final document to be prepared and that it should be referred to in the draft law.

OKUYAY ADVISORY BOARD MEETINGS 4

Date: 13 November 2020

Venue: Online Platform Zoom

Conducted online due to COVID-19 pandemic.

Chairmen of the Advisory Boards Dr. Melike Günyüz, Dr. Müren Beykan and Nazlı Berivan Ak summarised the work done in their own boards, to determine the 10 articles to be included in the draft law/regulation, and prepared the final document to be used in the draft law/regulation study.

B- SUMMARY OF RESULT OF OKUYAY PLATFORM ADVISORY BOARDS

The conclusions of the Advisory Boards were developed into common articles, based on the acceptance of the principles of access to information for all, freedom of thought and expression embodied in Article 19 of the Universal Declaration of Human Rights, disability status as included in the principles of International Library Association (ILFA). It was deemed appropriate to carry out a draft law/regulation to solve the following problems related to providing access to information, resources, and interactive development to every citizen regardless of ethnic origin, gender, geographical location, language, political discourse, race or religion.

1- Low awareness of parents, caregivers, preschool teachers, family elders of the 0-6 age group regarding books, and lack of a better definition of “children’s book”.

2- Issue of not having access to books and not being aware of books

A- In terms of diversity in libraries:

- Shortcomings of libraries for sufficient books and for a variety of age groups (baby libraries, children’s libraries, school libraries, public libraries)
- Insufficient collections of libraries (needs for quality, recent books and journals, digital applications, etc.)
- Lack of libraries

B- In terms of digital opportunities

- Provision of equal opportunity and facilities

C- In terms of local administrations

- Library, reading halls, activity areas, activities/events, etc.

D- In terms of NGOs

E- In terms of bookstores

F- Lack of fairs, festivals, activities, etc.

G- In regard to home libraries



- 3-** Lack of libraries in institutions in the scope of compulsory education
 - Lack of up to date collections in school libraries
 - Lack of employment of librarians in existing school libraries, with intellectual backgrounds, high motivation, and committed to spreading the reading culture
- 4-** Lack of regular surveys and data on issues such as reading culture, reading habits, access to books, etc.
- 5-** Lack of research libraries, research centres, data and project baselines, etc.
- 6-** Shortcomings of education institutions to provide training for authors/writers, translators, illustrators, editors, etc., who are the most important stakeholders of the publication sector
- 7-** Need for preservation of written culture
- 8-** Lack of training and awareness of teachers regarding reading culture
 - In regard to education faculties
 - Pre-service training
 - In-service training
- 9-** Including "reading culture" lessons and knowledge literacy at all grade levels in education and training institutions
 - Training for teachers
 - Education for students
- 10-** Need for activities that encourage "lifelong learning" (to celebrate Read Aloud Day on the 3rd Friday of November each year)

6- VISITS TO REGIONS

As a result of the Reading Culture Mapping Study, the regions where the pilot projects to be realised were determined at OKUYAY Meetings-5 meeting held with the project partners on 24 October 2019. It was regarded to select NGOs that could work together within the project in regions where the NGOs were concentrated and effective in Turkey.

In order to develop pilot projects to be implemented in the determined regions Istanbul, Ankara, Adana and Samsun, meeting organizations were held in order to gather with public institutions, local government representatives, academicians and NGOs working to the dissemination of reading culture, active citizens, and people who work on the reading culture.

In the first part of the meetings, after the introduction of OKUYAY Platform activities, it was explained how the regional selections were made. In the second part, where the studies on the reading culture in the region and the studies carried out by the participants were shared, it was also explained how the pilot projects will be selected.

These meetings, which enable communication between different groups working to spread reading culture by bringing the public and NGOs together, were important meetings that fulfilled the objectives of OKUYAY Platform in terms of developing partnerships and networking.

REGIONAL VISITS REALISED

Adana, 7 January 2020, Misis Hotel

Samsun, 14 January 2020, Samsun Association for Supporting Contemporary Life (ÇYDD)

Ankara, 21 January 2020, Adnan Ötügen Provincial Public Library

Istanbul, 28 January 2020, Cezayir Meeting Rooms



7- NGO CAPACITY BUILDING TRAINING

One of the most important aims and main objectives of the organisation and among the reasons for establishment is to build the capacity of NGOs, platforms, activists and volunteers with which OKUYAY Platform shall include in its network or cooperate with. OKUYAY Platform made use of the Reading Culture Mapping Study to support the capacity building of NGOs and civil initiatives of those active in the area of reading culture and to provide support in regard to developing pilot projects. In this scope, as can be seen in Section F under the heading “Activities of OKUYAY Platform”, a capacity building training was provided to NGOs, civil initiatives and volunteers identified during the regional visits to those invited and who accepted to participate.

In the two-day training conference held on 29 February-1 March 2020, after the presentations made by representatives of project partners and affiliates, the Turkey Reading Culture Research 2019 was shared with participants. In the second half of the first day, capacity building training was held on topics such as social media management, issues to be considered in project writing, cooperation with the public and advocacy.

On the second day, Aynur Kolbay from TEGV made her presentation titled “I Read, I Play Project”, Hakan Yücel presented the “Cycling Librarian” and “Best Practices from Europe”. After the presentation and interactive exchange of guest speaker Dr. Nilay Yılmaz, Şafak Pala shared experiences with the Nilüfer Municipality as an example of NGO cooperation. A project preparation workshop was held in the afternoon of the second day.

On the evening of the first day of the training, a dinner meeting was held at Fenerbahçe Kalkedon Facilities hosted by our partner Kadıköy Municipality, with the aim of strengthening the social ties of the participants.

In their evaluations and responses in the interviews, the participants stated that capacity building training was very beneficial for them, meeting with other NGOs, activists and volunteers working in this field created a desire to work together and that the “Good Examples from Europe” presentation prepared by OKUYAY Platform gave an idea about project development.

44 people from different regions attended the NGO training, in which 8 speakers of different areas of expertise participated.



SÜPER OKURLAR



KÜTÜPHANE
ŞEHİRİ
Projesi



KÜTÜPHANE ŞEHİRİ
KONYA

#istanbuluokuyorum

SIRADIŞI
MEYDAN OKUMALAR

SESLİ
OKUMA GÜNÜ



8- PILOT PROJECTS SUPPORTED BY OKUYAY PLATFORM

One of the most important objectives of OKUYAY Platform and the main objective of the grant programme is to provide support to NGOs, platforms, activists and volunteers through capacity building activities. In this context, OKUYAY Platform has selected six pilot projects focusing on the dissemination of reading culture and aimed to inspire and empower other non-governmental organisations with the support given to these projects and to increase such initiatives locally. OKUYAY Platform has identified the focus of this activity to attract the attention of public authorities, local administrations and private enterprises by creating “examples of best practice” that have successful outcomes in the field regarding the reading culture in Turkey and which reached targeted groups in society with the pilot projects.

In line with the Reading Culture Mapping Study carried out in the first months of the project, a selection group was established, including representatives from project partners and research companies. The regions were selected as Istanbul, Ankara, Adana, and Samsun by taking into consideration the concentration and effectiveness of NGOs in Turkey and the potential of cooperation in conducting the activities, and calls were made for pilot provinces. 12 applications came in response to the call from 3 provinces, namely Ankara, Istanbul and Adana and one application was considered invalid due to not submitting the required documents. No application was received from Samsun, which is among the pilot regions. As a result of the evaluations made by OKUYAY team and project partners, four projects were awarded grants. The evaluations were made according to the project management and competencies of the applicant individuals and institutions for the project they applied with, the project’s compliance with the objectives of OKUYAY Platform, the project design, implementation approach, the sustainability of the project, the target audience, budget and cost effectiveness, and their potential to be released on digital media. All application evaluations were carried out transparently by sharing the scoring tables on OKUYAY Platform website.

As a result of the evaluations, four projects that received the highest points according to the score table and were entitled to receive grants: Cemil Sobacı and Çağlar Yenilmez from Adana, the “Super Readers” project of the Midnight Library, Merve Yavuzdemir from Ankara, Library-Mother Platform’s “Library City” project, and from Istanbul, Gizem Kıyıcı with the “Reading Istanbul” project of the City Detective and Dr. Nilay Yılmaz with the “Divergent Reading Challenges” project.



After the pilot projects were determined and their basic structures were established, the project coordinators came together in a digital meeting open to everyone and introduced their projects, the public was informed about the project content, and participation and support calls were made for the provinces where the projects will be implemented.

OKUYAY Platform, which set out with six pilot projects, expanded its area of influence by supporting the Library City project in one more city. As a result, the Library City project was also implemented in Konya. As the sixth pilot project, the Read Aloud Day, conducted under the coordination of children's author and editor Ezgi Berk, was implemented by OKUYAY Platform in order to make it an annual tradition throughout Turkey.

Pilot projects were monitored each month with monthly evaluation meetings held with OKUYAY team. A project manager was appointed from OKUYAY team for each pilot project, and thus the needs of the pilot project teams were met without delay, and it was ensured that the projects could have a facilitated access to OKUYAY team to get answers to their questions. Pilot projects' durations were between 1 to 6 months.

Communication and promotion activities of pilot projects were carried out within the framework of OKUYAY Platform's communication strategy. Developments regarding pilot projects were shared with the press, members via e-newsletters, TV and radio programs and social media accounts. In addition, one short and one detailed short films were prepared for all pilot projects and posted on the Turkish Publishers Association's YouTube account.

As can be seen in the details of pilot projects given below, the activities of the pilot projects were financed by the grants in the scope of OKUYAY Platform in the framework of the approved budgets of the pilot projects throughout the implementation of the projects, with the contribution of the knowledge expertise, communication networks and experience of OKUYAY Platform team and the Turkish Publishers Association.

OKUYAY Platform attracted great interest from the public and the press while the pilot projects were being implemented. The positive impacts of the projects that had a transformative effect in a short time were observed by everyone. The projects, with their activities, outputs and results, have shown that they are candidates to be permanent in terms of their sustainability, as well as guiding them in the dissemination of the reading culture.

ADANA: SUPER READERS

The Super Readers project implemented by Cemil Sobacı, one of the founders of the Midnight Library, is a special reading program for readers aged 8-14, who read a certain number of books each week and try to reach the target number of books to be read during the project. After evaluating the online applications, the starter pack titled "Are You Ready for Adventure?" including information about the project was shared with the children and the implementation of the project started.

The communication and visual language of the project was constructed on "superheroes". This fun and dynamic project design was liked and embraced by children.

Children who want to be "super readers" within the scope of the project read the books in the list prepared specifically for their age group. Then, they answered the questions on the form on the website with what they learned from the books they had read. Participating children read the books and completed the tasks assigned, collected specially designed badges and won surprise gifts.

If the participating children completed all their goals related to reading, they became "super readers" and joined the Super Readers Team, whose superpower is reading.

Since outdoor activities for children were very limited due to pandemic conditions during the project process, project activities were carried out online. Some of the tasks assigned to children have been made suitable for these conditions.

The Project was conducted between June-November 2020.

SUPER READERS IN FIGURES

- 300 books reached 72 children.
- 600 brochures, 200 flyers, 100 booklets were produced.
- Videos were made of stories of Super Readers and posted on the YouTube channel. The videos received many likes and were viewed over 15,000 times.
- An interview was held with children's book author Gökçe Gökçeer in the scope of 4 October World Animal Day. Animal rights were discussed with children.
- On 20 November on Read Aloud Day, Nilipek read aloud to 50 "Super Readers".
- Posts on Instagram reached approximately 100,000 interactions.



- News in five different news channels of the media, about the Super Readers project.

- At the end of the Project, all “Super Readers” received a Project bag, a notebook and a mug, and 12 “Super Readers” who completed their tasks best were gifted with a musical instrument.

- 8 volunteers worked on the Project.

IMPACT OF THE SUPER READERS PROJECT

- The excitement of the children regarding reading created a positive impact in their own environment.

- The “secret assignments” which were developed from the content of the books strengthened children’s communication with nature and animals.

- The Project strengthened the interest of children who participated in the project, the people around them and their families towards books.

- Project participation and books led to the “Super Readers” to be able to socialise, and they formed friendships.

- Children learned about lending books and sharing with others.

- The Super Readers got the opportunity to learn about the Midnight Library, which is the umbrella organisation of the Super Readers Project and found out about a new place where they can spend time with books.

- Children gained a new motivation toward life and reading.

On 25 November 2020 the Project discussed all the details of the project on OKUYAY Platform Instagram account IGTV with a live broadcast and ended the Super Readers Project on 29 November with Nilipek concert event in the scope of OKUYAY Platform. It is aimed to continue the institutional cooperation and membership model of the Super Readers Project.

Website: www.superokurlar.com

Social media:

[instagram.com/superokurlar](https://www.instagram.com/superokurlar)

[facebook.com/superokurlar](https://www.facebook.com/superokurlar)

twitter.com/superokurlar

ANKARA AND KONYA: LIBRARY CITIES

The Library City project, which is universal enough to be applied anywhere and has a local structure to highlight the features of the city where it is implemented, was supported by OKUYAY Platform in 2 provinces. As the Library City-Ankara project was completed as planned, it was decided to implement the project in another province in a period of 2 months within the framework of the opportunities provided by the timing the established infrastructure and the impact of the first project created. OKUYAY Platform and Library-Mother Platform determined the new leg of the project, which could be disseminated in the field of reading culture, which is simple but has a significant impact. The project was titled Library City-Konya.

LIBRARY CITY - ANKARA

The Library City-Ankara project, organised by Merve Yavuzdemir, the founder of the Library-Mother Platform, in collaboration with BBY News, Smiling Faces Association, Fairy Tales Education and Culture Association, Book Desk, Volunteer Women of Kızılcahamam Library. The project was designed and developed by taking into consideration children who had to stay at home for a long period of time due to the pandemic. The project provided the opportunity to establish a "Library City" with books suited for children of the 3-6 and 7-10 age groups and emphasised the importance of children reading together with their families.

The communication and visual language of the project was constructed based the city of Ankara and Ankara Atakule was used in its logo. Authors from Ankara, Ankara-themed books, publishing houses and bookstores operating in Ankara were among the most important elements that created awareness for the project.

The project, which aims to disseminate the reading culture within the neighbourhood culture in the framework of a game, invited children to play the game "Build Your Library City" on the scale of the apartment, street and even neighbourhood.

Within the scope of the project, a total of 600 children between the ages of 3-10 from 11 different districts of Ankara were sent books selected by experts and sets of posters specially designed for books. Instructions and posters prepared based on the books and book covers were shared with the children.

With the "Library City Game", the children hung the 50x70 cm. sized posters about the books on their windows and transformed their home to a book shelves, their apartment building to book cabinets, and the streets into a library and gave the



message, "I am reading, my apartment is reading, my neighbourhood is reading." On the back of the poster, there was a "My Library" section where the child could create a mind map designed by experts to know, understand, explain the books they are reading and could carry out a thinking exercise and to ensure books become a part of their lives with the 21 days reading schedule. Further, a website was designed for each book to include a short introduction of the book, recommend activities, information about public libraries in Ankara, origami videos related to the book and recommendations by the children of the Library City.

Distribution of the Library City project books and posters was completed in August in the scope of the project which was implemented between May and September. In September, the project was closed with a reading culture festival organised by making a call regarding the "21 Days Reading Activities" that were featured on the posters.

In addition to the game "Build Your Library City", Reading Culture Awareness Seminars in Children were held through digital platforms during the pandemic. In the meetings where experts were invited, important issues on reading culture were discussed and awareness activities were carried out for adults.

LIBRARY CITY ANKARA IN NUMBERS

- 820 books reached 600 children in 11 districts of Ankara.
- Posters were produced for 30 separate books and a total of 600 posters were distributed. (The posters can be accessed on the project website.)
- 406 people attended 5 seminars in the scope of the Awareness Seminars on Reading Culture in Children.
- An Ankara Reading Culture Venue Mapping study was conducted where a total of 195 reading culture venues were marked on the map. Of these 94 were z-libraries, 47 were public libraries, 13 were youth centre libraries and 31 were bookstores. (This study can be accessed on the project website.)
- The social media posts and interviews which were posted on YouTube received 8,919 likes and the number of access was 271,896.
- There were 8 project team members and 45 volunteers worked on the project.

On 10 November 2020 the Project was finalised in a live broadcast on IGTV on OKUYAY Platform Instagram account and the details of the project was discussed.

LIBRARY CITY – KONYA

The Library City project, which is universal enough to be applied anywhere and has a local structure to highlight the features of the city where it is implemented, was implemented by the Library-Mother Platform, Konya Reading Generations Platform in collaboration with the Konya Karatay District Municipality and Konya Provincial Directorate of Culture and Tourism.

The communication and visual language of the project was based on the city of Konya and Konya Ince Minaret Stone Artefacts Museum was used in its logo. Authors from Konya, Konya-themed books, books by authors/illustrators from Konya, publishing houses, and bookstores operating in Konya were among the elements that created awareness for the project.

The list of project books suitable for children of the 3-10 age group was reviewed in the scope of the project. A total of 845 sets (including books and posters) were sent to 600 children in 8 different districts of Konya. The project preparation and implementation months were October and November.

LIBRARY CITY KONYA IN NUMBERS

- 176 people attended 3 seminars.
- Social media posts received 4,160 likes and was viewed 168,854 times.
- 200 children attended 3 Read Aloud activities.
- 58 books reached children in 15 different cities in the scope of social media activities conducted on Republic Day, International Children's Books Week, Read Aloud Day and Awareness Seminars.
- On 1 December Sharing Day 100 books provided by publishing houses in the scope of the project were gifted to children in İzmir who had been affected by the İzmir earthquake.
- There were 4 project team members and 51 volunteers working on the project.

IMPACT OF THE LIBRARY CITIES PROJECT

- Children were provided with books and specially designed posters during COVID-19 times where there were times of uncertainty.
- Volunteerism and cooperation were supported for reading culture by means of apartment volunteers.



- All the children in the apartment building created a network by means of books.
- Book clubs were established in apartments and the clubs were not limited to the books sent by the project teams.
- Book swapping was seen within the apartment buildings. In this way, children had access to more books and at the same time, they socialised and saw the beauty of sharing.
- Alternatives were provided to families according to the content of each of the books. In this way, there was an opportunity to conduct activities in the context of the book which was sent.
- Children were able to create a special reading corner for themselves with posters sent by the project.
- It was ensured that children could find out about, understand, explain and use higher level thinking skills with the "My Library" posters.
- A peer-recommendations pool was created with the introductions prepared by the children for the books with the My Library posters.
- Other aspects of reading culture (besides books) were introduced to the children with the 21 Day Activities. In other words, the children did not only read books, but they were also introduced to magazines and audio books. The children followed instructions, attended creative writing workshops, wrote their own poems and stories, read together with the older members of their family, discovered the libraries closest to them and became members of that library and sent messages to the authors and illustrators of the books they liked. Thus, they had the opportunity to discover and experience the multi-dimensional ecosystem of reading culture.
- When the posters were hung up on the windows, an interest and curiosity by neighbouring buildings was raised. This interest and curiosity led to the sharing of the books and posters and had an impact on the establishment of wider book libraries.
- The project was disseminated to other provinces due to social media interactions. Besides the cities of Ankara and Konya, families and teachers downloaded and used the "My Library" posters.

The sustainability objectives of the Library City Project are as follows:

- It is planned to share the Library City-Ankara Project introduction videos and the Library City Children booklet with related public organisations and municipalities for the promotion of the project.

- Until now, project promotion was made with the General Directorate of Children's Services and within the scope of the MoNE Patik Project. In addition, the project has been shared with the authorities of the Presidency Public Library.

- There is a high level request for the continuation of the "Awareness Seminars". It is planned for the Read Aloud Activities and "Awareness Seminars" to be continued by the Library-Mother Platform.

- The work continues for the project outputs to be transferred to an academic article by the project teams.

Website: www.kutupanne.com/kutuphanesehri

Social Media:

[instagram.com/kutupanne/](https://www.instagram.com/kutupanne/)
[facebook.com/kutupanneler/](https://www.facebook.com/kutupanneler/)
twitter.com/kutupanne

ISTANBUL: I AM READING ISTANBUL

The event "I am reading Istanbul", coordinated by City Planner Gizem Kıyıcı from the "City Detective Initiative" and organized in cooperation with the Istanbul Metropolitan Municipality (İBB) Social Services Directorate, İBB P Cultural Heritage Protection Board, İBB Atatürk Library, was implemented as a digital and printed, interactive mapping project aimed at introducing children aged 5 and older and their families with Istanbul's reading culture, literature and media memory by focusing on The Historical Peninsula.

The Historical Peninsula Map of Istanbul was presented to the attention of children aged 5 years and older and their families in an interactively enriched way with sensory games and puzzles related to the literary world, aiming to propose a series of playful routes highlighting the relationship of reading culture with the landmarks and districts of Istanbul and explaining the historical peninsula reading culture through special structures in this geography.

The dictionary on the back of the map introduces concepts and terms of reading culture to both adults and children as they travel the historical peninsula.

The digital map on the website of "I am Reading Istanbul" (<https://istanbulokumatlasi.org/>) offers a more comprehensive reading and urban memory of the histor-



ical peninsula. The site inventory includes more detailed information on the routes shown on the printed map, structures in this area, inventory of children's literature on the districts, author opinions, author childhood memories, introductions, narratives and messages to children from manufacturers (printers, typesetters, professionals who are forgotten but still have stories, such as bookbinding), historical stories such as the narratives of Byzantium and the Ottoman Empire and visitor experiences as well. In the section "*The Istanbul Library of the Curious Child*", 32 books on Istanbul are presented. In the activities section of the website, there is also a "mapping workshop" in the form of a printed or digital map.

The objectives of the project, implemented between May and October 2020, include: strengthening the interaction of children with the historical and cultural structure of the city; bringing together the historical image of Istanbul in children's perception with the reading culture; providing an educational and creative environment that will strengthen children's participation in urban life; forming a bridge between different childhood experiences through common urban memory; highlighting the culture of reading in the social-spatial history of the city; contributing to the studies that will integrate the reading culture of the city into ongoing "child friendly city" efforts in Istanbul and informing children about the world of literature by introducing the production processes of publishing to the attention of children.

"I AM READING ISTANBUL" IN NUMBERS

- Meetings were held with children's book authors and illustrators at 4 online meetings entitled "*Those Who Write for Children Are Talking*"
- In the project, where 4000 printed maps were produced, the maps were delivered to teachers, NGOs, local governments and children.
- As part of the project, 13 home page shares were made on City Detective social media accounts. Shares received 5466 access, 544 interactions.
- According to accessible press statistics, online press coverage reached 10 thousand people.
- The project "*I am Reading Istanbul*" was described in a well known radio show. The project was promoted in 3 sectoral publications .
- There was 1 project team member and 3 volunteers worked on the project.

IMPACT OF THE PROJECT “I AM READING ISTANBUL”

- During the mapping study, children who determined what they wanted to see on this map had the knowledge that cities could be read along with the awareness of urbanism.

- In the speeches entitled “*Those Who Write for Children Are Talking*”, the books aimed at developing urban awareness of children were discussed and awareness was raised about “city and reading”.

- Attention was paid to include environmental issues in the books added to the website in order to establish the awareness that children share cities with trees and animals as well as people.

- The map reading skills of children are improved within the “mapping workshop”, which is made with the digital map accompanying the printed map.

- “The Istanbul Library of the Curious Child”, consisting of a collection of children’s books about Istanbul, offers a thematic reading opportunity for both children and their parents.

- Teachers from different cities began to do similar work in the cities where they lived.

- In the notifications from the teachers, it was emphasized that the dictionary prepared on reading culture could be used in Turkish lessons.

On 6 November 2020, the Project was finalised in a live broadcast on IGTV on OKUYAY Platform Instagram account and the details of the project was discussed.

The sustainability objectives of the Reading Istanbul Project is as follows:

- 1- The project “I am reading Istanbul” will continue for one more year after its implementation is completed in the scope of OKUYAY platform’s support.
- 2- Updating the website with new content and workshops will ensure that it is a basic resource for educators.
- 3- Social media shares will be maintained.
- 4- Distribution of the printed map and workshops organized with the map will continue.
- 5- The “Historical Peninsula Reading Culture Map” events for children will be presented at the Kale Art and Design Center and the Istanbul Architecture Festival.



6- The long-term goal of the project is to map four more districts of Istanbul (Kadıköy, Beyoğlu, Üsküdar, Adalar) with the theme of reading culture spaces.

Website: Istanbulokumaatlasi.org

Social Media:

[instagram.com/sehirdedektifi/](https://www.instagram.com/sehirdedektifi/)

[facebook.com/sehirdedektifi](https://www.facebook.com/sehirdedektifi)

twitter.com/sehir_dedektifi

ISTANBUL DIVERGENT READING CHALLENGES

The project “Divergent Reading Challenges” which was set on the thoughts “Books can be read everywhere and under all circumstances” and “Reading is fun” and which was conducted in coordination with Istanbul Metropolitan Municipality, Istanbul Provincial Directorate of National Education, District Directorates of National Education, Provincial Public Libraries, Teachers’ Network Platform, Teachers’ Academy Foundation, TEGV, TKD, ÇGYD, HAREV, Child Studies Unit OF Bilgi University, AÇEV, KODA, BBOM, Sulukule Volunteers Association, Tarlabası Community Support Association, the MAD, IKSV authors, illustrators, publishers and book houses combines the reading experience with different artistic branches through a competition conducted by visualizing the act of reading performed in unusual places in a photo frame appropriate to the name and content of the book being read, and sharing it on social media with labels designated for these images.

The Project, which was planned to be implemented in Istanbul, enjoyed great interest from all over Turkey. The Project reached various provinces and districts with online training and workshops.

The competition, which covers a wide range of ages, was organized with different categories: 0-6 years, 7-13 years, 14-18 years, 18+ years, special day, teacher and family. Special day, teacher and family categories were evaluated independently of age groups. These two categories, which also allowed individual and group participation, encouraged the family and teacher, who had an important place in reading culture, to participate in the reading experience by including them in the process. Divergent Reading photos covered by the special days category were also intended to be used after the competition and to raise awareness on special days that are directly related to the book or not.

12 NGOs supported the project by sending representatives to become members of the pre-selection committee or the jury.

Supporting NGOs:

Association of Children and Youth Publications, Turkish Librarians Association, School Librarians Association, Teachers' Academy Foundation (ÖRAV), Teachers' Network, Learning Addicts Education Cooperative (ÖMEK), "I Read and I Play" Project of Educational Volunteers Foundation of Turkey (TEGV), Destination Imagination Turkey (DI) Teachers' Club-Zigzag, Give Color to the Life Association (HAREV), Association for the Visually Impaired in Education (EGED), TURMEPA Clean Seas Association.

Teacher workshops were conducted in cooperation with 13 public institutions. 1204 educators were reached directly and support was provided so that their school could participate in the project and continue the activities in their own schools.

Cooperating Organisations:

Istanbul Provincial Directorate of Education Teachers Academy (in-service training), Istanbul Provincial Directorate of Education New Approaches Academy (in-service training), Gaziantep Provincial Directorate of Education R&D, Amasya Provincial Directorate of Education (in-service teacher training), Balıkesir Provincial Directorate of Education (in-service teacher training), Kocaeli Provincial Directorate of Education, private schools [Mektebim, Uğur Koleji, Yeşeren Koleji, Anabilim Koleji, Darüşşafaka], Pera Museum Training Department, Eskişehir Metropolitan Municipality Fairytale Castle.

The project booklet prepared at the end of the project which was implemented between July and December 2020, was intended to be used as a book that embodies the visual reading, creative thinking and design-oriented thinking methods that the project has focused on. The booklet contains photographs of readers taking part in the challenge, as well as reading examples of the Divergent Reading approach. With this feature, the booklet was intended to both create data and be a memoir for readers participating in the challenge, and to be a Turkish and literature course material for educators to be used in visual reading, Turkish and literature courses. The project booklet is available for download on the project's website.



“DIVERGENT READING CHALLENGES” IN NUMBERS

- In 5 months, 38 online workshops were held for four different target groups: children, families and children, adults and educators-librarians, and 1814 people participated in these workshops. 12 different instructors worked in these workshops.
 - 31 jury members and 65 volunteers contributed to the project.
 - 1204 educators were directly reached, and schools were given support to participate in the project and continue to work in their own schools.
 - Contestants, followers, live stream viewers reached 14,418 people.
 - 470 posts were shared on Instagram, reaching 4126 followers. The “Divergent Reading challenge” label was used 789 times.
 - The project also received a lot of attention in the national press and a lot of news about the project was published.
 - A poster of “Meeting of the Most” was prepared containing photos of 13 readers who participated in the “Meeting of the Most” of the Divergent Reading Challenges project and who were selected as “the Most of the Week”. The poster, which will be shared on digital media, will be propagated by writing special slogans on all special days celebrated about books during the year.
- > There were 2 project team members and 65 volunteers worked on the project.

IMPACT OF THE “DIVERGENT READING CHALLENGES” PROJECT

- It showed the importance of Visual Reading in providing children with interest and motivation in reading.
- Reading books with a “Divergent Reading method” (visual reading, creative thinking, and design-oriented thinking approaches) introduced readers of all ages with a different reading method.
- The fact that readers made a design about the book they were reading and challenged someone with it increased their motivation to read.
- Reading a book as a family and thinking about it all together and designing a photo frame related to the book also actively involved families in the children’s reading process.
- The fact that teachers moved the challenge to their classrooms and challenged their students with a book also actively involved teachers in the process

of reading, and the challenge of teachers increased the interest of families and children in reading.

- The presence of a separate category for special days in the challenge encouraged educators to use literary books and stories in celebrations related to special days and weeks included in the curriculum and to produce book designs related to them.

- The selection of photographs, descriptions and examples of visual reading techniques that took part in the challenge were collected in the Divergent Reading challenges booklet. The booklet was also intended to be used by educators and families as a visual reading material after the project.

- The project took place as training under the name "Divergent Reading format as a visual reading method" within the framework of in-service training programs of the provincial directorates of the Ministry of Education and allowed thousands of adults (educators and parents) in cities outside Istanbul to meet with a different reading method.

- Thousands of readers who participated in Divergent Reading workshops (33 workshops, 1814 participants) were introduced with reading studies that combined literature with different disciplines.

- A Divergent Reading platform was established where 65 volunteers who supported the project would discuss books and continue to make Divergent Reading.

In the IGTV live broadcast on November 17, 2020, where all the details of the project were discussed on OKUYAY platform Instagram account, the sustainability goals of the "Divergent Reading challenges" project, which was completed under OKUYAY platform, were listed as follows:

- 1- Participation in Book games on the Instagram account still continues. Sharings will be continued through the account, new book games and challenges will be designed, and communication with 4126 followers will continue.

- 2- In cooperation with chain schools and NGOs, as well as MoNE, the project will be propagated as a means of acquiring visual reading skills with in-service training sessions. Educators will be encouraged to continue Divergent Reading work under the roof of the MoNE in order to acquire the reading skills of the 21st century and to support the content of the MoNE's design-skills workshop programs. Negotiations with the Ministry on this issue will continue.

3- Special voluntary implementation workshops for schools will be held by Project volunteers through the project booklet.

4- Seminars on the Divergent Reading approach for teachers will be given in 2021 in collaboration with the Teachers' Network and Teachers' Academy Foundation. The first seminars and workshops will take place during the semester break in January 2021.

5- An expert team formed from representatives of the Teachers' Network, representatives of the Teachers' Academy Foundation and educators in the project volunteer team will produce reading events through the images contained in the project booklet in 2021. These book-related activities will be accessible to teachers from the project's website.

6- Joint working areas will be created to make Divergent Reading practices in all cities with the support of the Ministry of Education. The works started with the cooperation of Istanbul Provincial Directorate of National Education, Gaziantep Provincial Directorate of National Education, Amasya Provincial Directorate of National Education, Balıkesir Provincial Directorate of National Education and Kocaeli Provincial Directorate of National Education will continue in 2021.

7- With the proposal of Pera Museum Education Department, Visual Reading and Divergent Reading works will be designed through the paintings in the museum and Divergent Reading workshops will be organized in the museum.

8- Divergent Reading workshops to be attended by children will be held online at the Fairy Tale Castle of Eskişehir Metropolitan Municipality, and voluntary support will be given to the castle staff to continue these studies.

Website: <https://siradisimeydanokuma.com>

Social Media: [instagram.com/siradisi.meydan.okumalar](https://www.instagram.com/siradisi.meydan.okumalar)

TURKEY-WIDE: "READ ALOUD DAY"

OKUYAY platform supported an important project carried out within its own structure and aimed at the whole of Turkey. The project "Read Aloud Day", implemented in all of Turkey in November 2020, was implemented under the management of OKUYAY platform with the motto "*Read aloud to change the world!*" in order to encourage everyone, especially children, to read aloud for at least 15 minutes a day.

The "Read Aloud Day" project, which the platform was informed about in detail during its visit to its subsidiary Stiftung Lesen in October 2019, was highly appreciated by the team and after the visit, the opportunities for implementation of the project in Turkey were reviewed and evaluated. As a result of these assessments, it was decided that the project will be carried out in 2020 in parallel with Germany on the same day and in Turkey with the same theme, with the support of Stiftung Lesen. A parallel action plan with Stiftung Lesen was followed with the project activities that continued throughout November.

This year's theme of Read Aloud Day was chosen as "Europe and the World", as in Germany. Within the scope of the theme, 62 books were proposed in four different categories for the age group of 2-18 years. The project "Read Aloud Day" was noted for offering a method that can be easily applied to children, young people and adults of all age groups in order to spread the reading culture in Turkey and was met with intense participation. Readers followed the social media accounts of OKUYAY Platform and applied to join the call from OKUYAY Platform and OKUYAY websites to support them by reading aloud. They then shared photos and videos they took while reading aloud on digital media and sent them to project email addresses to motivate other followers. The posted videos and photos were shared on social media of OKUYAY Platform.

Reading aloud events were held throughout November within the scope of the project "Read Aloud Day" upon the call of OKUYAY Platform. Those who want to support the project on the "20th of November, Read Aloud Day" were invited to open the book they loved, enjoyed reading, had just bought, or had just started reading and read a page aloud.

OKUYAY Platform has prepared a very special program published on Instagram to reach readers of all ages for November 20th. On the "20th of November, authors Mine Söğüt, Aslı Tohumcu, Aytül Akal, Tülin Kozikoğlu, Ayşegül Dede and Özge Lokmanhekim accompanied the Read Aloud Day with their aloud readings.



In order to follow the project and see the posts on social media, the tags; @okuyayplatformu #sesliokumagünü, #sesliokumagunu and #sesliokumagünüprojesi were used. On November 19, the works within the scope of the project were explained in the IGTV live broadcast on the Instagram account of OKUYAY Platform where all the details of the project were discussed.

“READ ALOUD DAY” IN NUMBERS

- 62 books were recommended in 4 different categories for the 2-18 age group within the scope of the theme “Europe and the World”.

- 330 people who filled out the application form read books aloud to a total of 1,845 people.

- 56 posts were shared on OKUYAY platform’s Instagram page. These shares received 6104 likes, 209 comments and 103,000 interactions. The most interaction occurred on November 20, 2020, when Read Aloud Day was celebrated.

- According to the information in the registration forms on the project’s website and filled out by the participants, reading aloud activities were held in 41 provinces. The 5 provinces that read aloud the most were Istanbul, Ankara, Antalya, Eskişehir and Adana.

- OKUYAY platform was included in the video by reading a chapter of “The Musicians of Bremen”, which was read in 14 different languages around the world.

- More than 7,000 people followed the authors Mine Söğüt, Aslı Tohumcu, Aytül Akal, Nilay Yılmaz, Sezen Aksu Taşyürek and Ezgi Berk while they read their books in the live broadcasts.

- About 600 children who participated in reading activities on the Zoom platform listened to aloud readings by writers Busra Tarçalır Erol, Özge Lokmanhekim, Tülin Kozikoğlu, Banu Aksoy and Yıldırım Karakiya.

- The project “Read Aloud Day” reached a total of 10,500 people through Instagram live broadcasts, Zoom platform meetings and mailed photos, videos and audio recordings.

- Within the scope of the project, 5 schools were awarded with 50 books with a draw made among the institutions in 5 provinces that filled out forms and read aloud the most. In addition to this, 2 participants were awarded with 3 books with drawings made by Ece Zeber and Sezen Aksu Taşyürek during live broadcasts with a draw made

among the participants who filled out the form and sent videos or photos of their readout to the email address.

- A video was shot under the name “Benefits of Reading Aloud”.
- There were 3 project team members.

IMPACT OF “ READ ALOUD DAY” PROJECT

- Launched as “Read Aloud Day”, the campaign has led to over 10,000 people reading aloud and has statistically contributed to a new step towards propagating the culture of reading.

- A social and intellectual connection was established between those who read aloud and those who listened to them through books.

- The support of publishers, writers, illustrators and editors for the campaign has created a positive movement and interest in the community.

- Children from all regions of Turkey met at the event at the same time with digital read aloud events and had the chance to share a special moment.

- The followers had the opportunity to meet new books, writers and illustrators thanks to the books that were read aloud.

- The implementation of the project throughout Turkey has led to participation from 41 provinces, the target audience has been reached.

- The call for reading aloud was also heard by different schools in many provinces, and the schools contributed to the spread of the project by conducting their own reading aloud activities.

- Other pilot projects and project partners supported by OKUYAY platform also participated in “Reading Aloud Day” and organized their own events. Thus, the project of “Read Aloud Day” became an exemplary collaboration project implemented in synergy and partnership with all stakeholders of OKUYAY platform.

- Looking at the impact and participation within “Read Aloud Day” Project, which was conducted for just 3 weeks in 2020, it was seen how much a reading mobilization is needed in our country, and under this type of mobilization, individuals and communities from almost all segments of society meet and are ready to support and implement such programs.



- The fact that a sample project planned for 3 weeks was realized with the participation of more than 10,000 people was promising considering how many people would participate and benefit from a project that was implemented all year.

The sustainable objectives of the project "Read Aloud Day" is as follows:

1- The project "Read Aloud Day" is intended to play a decisive role for the proposed "Reading Mobilization", and in this context, a communication work will be carried out for the mobilization by contacting public organizations, local governments and NGOs.

2- Turkey Publishers Association will attempt to provide the celebration of "Read Aloud Day" on 3rd Friday of every November starting from 2021 and will do the necessary work to spread the "Read Aloud Day" activities for a large part of the year 2021.

Website: <http://sesliokumagunu.com>

9- OKUYAY PLATFORM TRAINING MODULE

The aim of the training module, designed in accordance with the visibility and sustainability objectives of OKUYAY platform, is to transfer the knowledge and experiences we have gained throughout the project and to make the experience of academicians, educators and experts working to develop the reading culture in different age groups accessible on an online platform. In this way, an accessible resource is offered to all those who want to take advantage of OKUYAY Platform Training Module all over the world and Turkey, and at the same time, an opportunity is provided independently of the implementation time of the project within the scope of the sustainability goals of OKUYAY platform.

The objectives of OKUYAY Platform Training Module has been identified as follows:

- To create a resource for the dissemination of reading culture that can be accessed at all times,
- To offer a module accessible by everyone,
- To provide correct, practical, beneficial and applicable content for everyone working in the area of disseminating reading culture,
- To ensure that all individuals in society benefit from this important module by bringing experts and their experiences to a larger audience,
- To initiate an inspiring practice for those who work or want to work to disseminate reading culture and to pave the way for similar initiatives,
- To introduce experts of the training module with the public and to bring them together and create foundations for future collaborations.

As part of these goals, the educational content prepared in online and studio recording format for families, teachers, librarians, students, volunteers and NGOs will be labeled according to the target audience and age groups and added to OKUYAY platform's website with an easily accessible layout.

OKUYAY Training Module includes lessons by 15 experts.



10- OKUYAY PLATFORM COMMUNICATION AND PROMOTION ACTIVITIES

OKUYAY platform aims to announce and promote its name and events to as many people as possible when planning communication activities. Today, the platform has prepared communication plans using the media that society often uses to get news and which are important in the lives of individuals, and has managed to make its voice heard to a wide audience. In making these applications, it has developed an effective communication strategy by capturing the opportunity to include communication experts and organizations in its team. It applied the strategies it has developed both for OKUYAY platform and for the pilot projects it supported.

The most important aim of communication and promotion activities is to introduce the society with OKUYAY platform, to present the activities of the platform to everyone, to deliver all the reports and content created by the grant it receives to the society by user-friendly methods and to provide a rich resource to those who want to have information by opening all the documents and information obtained during the project on reading culture to the public.

The communication and promotional mediums identified by OKUYAY Platform is as follows:

- Platform office
- Websites
- Social media platforms (Facebook, Instagram, Twitter, YouTube)
- Printed and Digital Media Organs, OKUYAY Platform in the Media
- "Surrounded by Books" Interview Series
- E-Newsletters
- Print materials and publications

OKUYAY platform grasped the importance of applying the message it wants to give on its corporate identity design before starting its communication and promotion activities and implemented a design strategy that is evident both in its logo and in the color palette it uses. It used the concepts of "book", "reading", "disseminating" and "human" in its logo and chose to include these concepts in its logo in a way that would most ideally convey these concepts to the society. In the use of color, a communication language that is energetic but not aggressive was chosen, and the positive effect of the natural paper color Kraft and turquoise was taken into account. In addition to its own corporate identity, the EU visibility rules have been applied in all communication and promotion activities described below as it is an EU project.



Another communication strategy of OKUYAY platform has been to prepare mot-tos and labels that will define the project in a short and concise way:

- Reading Creates the Future
- Surrounded by Books
- Reading Individual, Strong Society
- I am home; reading (campaign)
- Read Aloud to Change the World! (Read Aloud Day Project)
- Share Your Joy of Reading! (Read Aloud Day Project)

A- PLATFORM HEADQUARTERS/OFFICE

OKUYAY platform aims to be a rooftop platform and meeting center in all re-spects. In addition to informing and bringing together those interested in reading culture in digital media, the Platform opened the doors of its office, which was es-tablished in the center of Istanbul, to everyone, and planned this office to be a center for meeting and exchanging ideas. It brought together the experts participating in OKUYAY meetings in this center and opened its library in books about reading culture to those interested with an appointment system

B- WEBSITE: okuyayplatformu.com

OKUYAY Platform has created a website with an understanding that will serve everyone who is looking for resources on the platform, platform activities, good ex-amples, and reading culture both during the project and after the project is complet-ed. It has prepared the website to be the center of all communication and promotion activities it conducts. The website is bilingual. In addition to the Turkish version, a more summary content in the English version allows the international platforms to learn about OKUYAY and the studies on reading culture in Turkey.

Visitors of the website have access to detailed information about OKUYAY plat-form, partners and Turkish Publishers Association, activities and details of the plat-form conducted throughout 24 months, reading and monitoring activities and good examples that are updated every month, details on 6 pilot projects supported by OKUYAY platform, all publications (brochures, booklets, books), news and announce-ments related to "Reading Culture Mapping Study", "Reading Culture Research 2019",

“Independent Bookstores Report” which were produced during the project.

The platform has been caring for the pilot projects it supports to create a special space for websites that will enlighten the public and contain the necessary information about the projects and in addition to its website www.okuyayplatformu.com, the platform has provided a resource for the pilot projects to create their websites at the following addresses.

<https://www.superokurlar.com/>
<https://siradisimeydanokuma.com/>
<https://istanbulokumaatlasi.org/>
<https://www.kutupanne.com/kutuphanesehri/>
<https://www.kutupanne.com/kutuphane-sehri-konya-projesi/>
<https://sesliokumagunu.com/>

C- SOCIAL MEDIA PLATFORMS (FACEBOOK, INSTAGRAM, TWITTER, YOUTUBE)

Due to the fact that the most effective methods among today’s communication tools are social media platforms, OKUYAY platform has given importance to making effective shares in these channels. The platform has informed its followers about OKUYAY platform as well as activities and announcements of the Platform with weekly programs on Facebook, Instagram and Twitter and shared them in parallel with the website. In order to increase the interaction on the website, it has chosen to direct the followers to the website in social media announcements as a communication and promotion strategy. All contents on the website, press releases and all digital e-newsletters sent to OKUYAY platform lists were added on social media programs determined on a weekly basis in addition to the campaigns and series listed below.

The Platform has also used social media as a resource for accessing information. It shared the series for social media platforms with its followers and aimed to raise public awareness about reading culture.

The Platform had the opportunity to work with a professional team with the resource allocated from the grant for social media management and to use the advertising services provided by the relevant platforms for social media shares.

OKUYAY platform demonstrated the rigor shown in creating the corporate identity of the project in social media communication language and divided the template designs appropriate to its corporate identity into sharing categories, thus creating



the main codes in the minds of followers according to shares. For example, colors, photos and drawings appropriate to that age group were added to template designs in children-related shares, while design language and colors were differentiated in adult shares, and in shares where the attention of the public wanted to be drawn and only the message should be read, design elements were used for this purpose.

YouTube, which has an important place among social media platforms, has been used effectively with the aim of promoting, informing and creating a clear memory and archive in video format for all events, activities, projects and pilot projects carried out by OKUYAY platform. Nearly 50 videos have been produced. OKUYAY platform's strategy on YouTube has been to reach more people without wasting time by using the account of the Turkish Publishers Association, whose number of followers has already exceeded 20,000. Custom playlists have been created to distinguish OKUYAY platform within this account. The YouTube channel was used for titles such as introducing the platform, preparing videos that provide information about reading culture, creating videos with images and interviews from important events, including dexterity events held for the April 23 National Sovereignty and Children's Day Festival and introducing pilot projects.

> FACEBOOK, INSTAGRAM AND TWITTER

> SERIES

Sharing similar themes periodically on social media is believed to be strong in both tracking the account and content and creating a loyal following audience. In addition, presenting long and detailed topics to followers is easy with the help of series. Some of the social media series prepared by OKUYAY platform are as follows:

Establishing a Book Club

The introductory text of the series, which informs our followers about reading clubs and shows how to start a reading club or join a reading club, has been created as follows:

"Maybe you're a book lover who wants to meet others who also love books, maybe you don't read as much as you want, and you need a reason to read more often. Maybe you have a group of friends who just want to get together to talk about books, but don't know how to organize it. Joining a reading club is a great way to read books and enjoy meeting new people, as well as learning new perspectives and engaging

in some healthy discussions. If you want to start a reading club, determining some things from the beginning can make your club longer lasting and more satisfying.”

Tips to Encourage Your Preschool Toddlers And Babies to Read

The introductory text of the series, which we have organized to support parents, children and babies to love and read books, is as follows:

“Reading culture begins to form its foundation in our lives with different activities and connections from the first months we are born. In that sense, of course, the parent has an important role to play. A few little tips can work to make the first childhood reading adventure, which starts with interactive books and continues with picture books, more interesting for your child, making reading and the book a natural part of their lives.”

How Many Types of Libraries Are There?

Libraries are essential for reading culture. As it has been found in studies, library visits and library visiting habits of Turkey are not of the desired level. The series we developed for raising the awareness of libraries started like this:

“There are a variety of different types of libraries, depending on their characteristics and target groups. So, do you know how many types of libraries there are?”

Turkey Reading Culture Study 2019

After the reading culture research, which has not been carried out since 2011 and has an important place in reading culture studies, was conducted in September 2019, a social media series was created from the research content to bring the results of this research, which concerns every segment of the society, with the followers.

If You Have Lost Your Passion for Reading...

One of the most important results that emerged in the research and meetings during the project was that people lost their passion for reading over time for many different reasons. The series we prepared to increase the awareness of our followers who have such problems started as follows:

“Do you think you don’t read as much as before? Want to read more but can’t read as much as you want? We have suggestions for you to refresh your habit: ”

Types of Reading

There are many types of reading according to our various needs. Our series, which we organized to inform our followers about different genres, started as follows:



"We read using different techniques in different ages of our lives. Our reading style may change according to our needs and sometimes it is shaped by our habits. After the first day we started reading, the effect of different techniques on our reading habits is very important, so educators also use these techniques in reading education in accordance with the age and attention levels of the students.

How Does Reading Affect Your Life Positively?

Reading has a lot of positive effects on our lives, but we often don't notice or think about these effects in the process. The series, which started for society to be aware of these effects, had an introduction as follows:

"What exactly do people get from reading books? Is it just a matter of taste, or are there benefits beyond entertainment? Scientific studies give a clear "yes" answer to this question. Moreover, the benefits of reading books on both your physical and mental health can last a lifetime. See briefly how reading books is good for your brain and body. "

Good Examples From Far Away

OKUYAY Platform, which has been implemented as an EU project, has included examples of EU member countries and shared them on social media, with the idea that sharing good examples outside of the European continent would be eye-opening, mostly from overseas countries.

"Integration of the elements of reading with community life is the most basic strategic approach to develop a reading culture. Creative projects that adapt to the social and cultural dynamics of the society and offer solutions to a general need contribute to the development of reading culture and make people's lives more colorful. In our "Good Examples from Far Away" series, we take a look at projects realized in trans-oceanic cultures.

What Should the Public Do for Developing the Reading Culture? Challenges-Solutions-Recommendations

One of the most important activities of OKUYAY Platform is to bring together the problems encountered by children, K12 (youth), and adult groups in the field of reading culture, the obstacles we face in the development of the reading culture and the solution proposals for these through the Advisory Boards it has established and to propose a series of draft laws/regulations to the public based on the results. The social media communication, which was carried out with the desire to create public awareness and find solution partnerships by sharing these outputs through all com-

munication channels, started as follows:

"In the advisory boards established by OKUYAY Platform for children, K12 (youth), and adult target groups, problems and solution suggestions for the development of reading culture were discussed throughout the project. In solving these problems, we all have roles and duties, primarily teachers and parents, as well as libraries, publishing houses, bookstores as well as public institutions, non-governmental organizations and private enterprises. Creative projects that can receive sponsorship from the private sector can help solve some problems both with pleasure and in a short time. We are also sharing some of these problems and solution suggestions, which we are planning to present a draft bill for 10 of them."

➤ CAMPAIGNS

Cultural, sociological and current developments require social media strategies to be dynamic. Following the current situation closely increases the effect of the posts on social media and can quickly attract the attention of the followers. OKUYAY Platform has been quick to adapt its social media strategies to the agenda and managed to reach tens of thousands of people through the campaigns of #evdeyimokuyorum (I am at home; reading), April 23 National Sovereignty and Children's Day and Read Aloud Day.

#evdeyimokuyorum ("I'm at home; reading")

In mid-March 2020, when the Covid-19 virus was first detected in Turkey and a necessity arose for continuing our lives at home, a social media campaign was launched with a quick preparation and the hashtag #evdeyimokuyorum was set up for use in shares, and the campaign was announced through all communication channels. The public has been invited to stay at home and read books during the process. In order to promote this campaign, OKUYAY's team and renowned people in the community, made one-minute videos and delivered them to the platform, and these videos were shared on social media accounts and children, young people, adults, all segments of society were invited to participate in the campaign and asked to share their posts using the hashtag #evdeyimokuyorum. OKUYAY platform also started a series to encourage reading at home during this process and shared many posts that will effectively integrate many elements of reading culture with a wide range of recommendations, such as the benefits of reading and reading activities that can be done at home, movie recommendations adapted from books, book recommendations and audiobook recommendations. The campaign attracted great interest in the country, the hashtag



#evdeyimokuyorum was shared more than 10,000 times and the campaign was also featured in the press, radio and TV. In addition, the campaign has become one of the most effective campaigns in international rankings during the pandemic period.

April 23; National Sovereignty and Children's Day

In April, a digital festival was organized for children who had to spend the April 23 feast at home due to the pandemic, enabling children to have a good time on this special day and at the same time, activities related to books were encouraged. During the day, handicraft activities, audio book reading hours and a song composed for OKUYAY were shared with children for the first time. Shares related to the festival received more than 6000 likes and views in one day.

Read Aloud Day

The main goal of "Read Aloud Day", which is one of the pilot projects supported and carried out personally by OKUYAY platform, was to be a project proposed by OKUYAY advisory boards, to serve as an example of mobilization that will be implemented throughout the country in the coming years. For this reason, communication and promotion activities were carried out from OKUYAY Platform social media accounts and it was aimed to reach as many people as possible. The project, which was implemented for 3 weeks in November 2020, continued until the celebrations held on November 20, which was announced as Read Aloud Day for 2020. Activities to be held on social media accounts within the scope of the Read Aloud Day include making application calls, sharing specially produced materials for the day, explaining the benefits of reading aloud, announcing the readout activities to be made through the Zoom application, sharing of videos and photos received through applications and making broadcasts on Instagram TV. The project "Read Aloud Day", where all communication and promotion was mostly done through social media platforms, has reached more than 10,000 people.

> YOUTUBE

The list of videos in the playlists shared on YouTube by OKUYAY Platform in the Project duration is given below:

OKUYAY Platform April 23 Celebrations Playlist

- 1- "Şehir Dedektifi Galata Kulesi'nin Peşinde"
- 2- "Pijabot Olmaya Ne Dersiniz?"
- 3- "Küçük İşler Atölyesi ile Balina Yapımı"
- 4- "Pırlangıç Çocuk 'Arkadaşım Kitap' Song"

OKUYAY Platform Mixed Playlist

- 1- Actually, We Are Reading: Study on Turkey's Current Reading Culture
- 2- OKUYAY Platform Press Conference and Promotional Meeting 17 December 2019 Session 1
- 3- OKUYAY Platform Press Conference and Promotional Meeting Session 2-Reading Culture Study 2019
- 4- Do We Read Journals?
- 5- What is the Contribution of OKUYAY Platform to the Public?
- 6- OKUYAY Platform Press Conference and Promotional Meeting
- 7- Do You Read E-Books?
- 8- Do Picture Books Have an Impact on Acquiring Reading Culture in Children?
- 9- What Kind of Books Do you Read?
- 10- Where Do You Buy Your Books?
- 11- What Can Publishers Do to Establish Reading Habits?
- 12- Where Do You Read Most?
- 13- What Should Be Done for the Development of Reading Culture?
- 14- How Can We Disseminate the Culture of Reading?



15- Growing Up with Picture Books

16- NGO Capacity Development Training of OKUYAY Platform: Promotion

17- NGO Capacity Development Training of OKUYAY Platform: What Kind of Studies are Conducted in Your Region?

18- NGO Capacity Development Training of OKUYAY Platform: What Do You Think About OKUYAY Platform?

19- NGO Capacity Development Training of OKUYAY Platform: What Did This Training Bring to You?

20- OKUYAY Talks-7: The Effect and Contribution of Social Media to Reading Culture in Pandemic Days

21- 16.04.2020 Program "*Gecenin İçinden*"

22- 30.04.2020 Program "*Günebakan*"

23- #EuropeReads - Read Aloud Campaign

24- Reading Istanbul Project Introduction

25- Tülin Kozikoğlu reads the «Unhappy Cat Dila» on Read Aloud Day!

26- Tülin Kozikoğlu has a Message for Adults on Read Aloud Day!

27- "The Town Musicians Of Bremen" was read all around the World on Read Aloud Day!

28- OKUYAY Talks-10: What Should the Public Sphere Do to Develop Reading Culture? Challenges-Solutions-Recommendations

29- Super Readers Project Introduction

30- Library City Ankara Project Introduction

31- Library City Konya Project Short Introduction

32- Reading Aloud Day Introduction

33- Benefits of Reading Aloud

34- Divergent Reading Challenges Project Introduction

35- If You Have Lost Your Passion For Reading

36- Reading Culture Poster Activities

37- OKUYAY Platform Introduction

D- PRINTED AND DIGITAL MEDIA ORGANS, OKUYAY PLATFORM IN THE MEDIA

Since its establishment in February 2019, OKUYAY Platform has considered informing the printed and digital media organs to announce all its activities to the public, and preparing press releases for this purpose as an important part of its communication strategy. The press communication of the 6 pilot projects that OKUYAY Platform has chosen and supported its execution has also been carried out centrally by OKUYAY Platform.

As stated in the project budget, cooperation was made with a professional press relations agency and the press releases were shared with a contact list of approximately 3230 people.

Press release preparation and distribution strategy has been planned under the following categories and implemented on a weekly basis:

- **Announcement of important developments about the project** - establishment, goals - objectives, domestic and international visits
- **Announcement of the project activities**- public meetings, research results, notifications about pilot projects, campaigns, fairs and festivals, live broadcasts on social media
- **Announcing the results of the project activities with “accomplished” newsletters**- closed meetings, press conferences, pilot project results, webinars

All newsletters shared with the press were added to the website and shared with the e-mail lists of OKUYAY Platform via e-newsletters. As a result of the communication activities with the press organs, OKUYAY Platform has been in print media, audio media, internet media and visual media approximately 1400 times in 2 years. Some physical and digital activities attracted the attention of press members and they were provided to participate in the activities. Another positive result of communication with the press is that OKUYAY Platform gave interviews on radio and TV programs and the voice of the platform reached large masses. OKUYAY Platform and pilot projects have been featured on TV and radio programs approximately 15 times in the past 2 years. Thanks to the media communication strategy, both OKUYAY platform and the pilot projects it has supported have received great attention, and it has been able to make its name heard by a wide audience throughout Turkey by frequently appearing in digital and print publications.



E- OKUYAY PLATFORM PRESS CONFERENCE AND PROMOTIONAL MEETING

The press and promotion meeting of OKUYAY Platform was held on December 17, 2020, at the Yapı Kredi Culture and Art Lounge. At the meeting, "Turkey Reading Culture Research 2019" conducted by KONDA Research and Consulting company within the scope of the project and 4 regions where OKUYAY platform will carry out pilot projects were shared with the public for the first time. At the meeting held in two sessions, "*what has been done so far*" and "*what will be done after that*" were shared with the public. After detailed information about the project in the first session, the summary of the "Turkish Reading Culture Research 2019" conducted by OKUYAY platform with KONDA Research and Consulting company was shared. In the second session, a long presentation was made in which all the details of the research were explained. The meeting was attended by 10 press representatives and about 80 invited guests. The meeting was important for both the project and the public due to the fact that the two most important activities of OKUYAY platform were announced on the same day. At the meeting, short interviews were made with the invited guests about reading culture, reading trends and OKUYAY platform and these interviews were shared on the YouTube channel of the Turkish Publishers Association. While the meeting was widely covered in the printed and digital media, in the following days, many news about the research and pilot areas described at the meeting was published and interviews were conducted with the project team and therefore OKUYAY platform managed to attract public attention thanks to this press and promotion meeting.

F- 'GAZETE KADIKÖY' INTERVIEW SERIES "SURROUNDED BY BOOKS"

The series "Surrounded by Books", which is among the communication and promotion activities of OKUYAY platform, was a communication activity carried out jointly with Kadıköy Municipality which is one of the partners of the platform. The series "Surrounded by Books" published every 2 weeks took place on half a page in "Gazete Kadıköy" since October 2, 2020, which has been in service for 22 years, distributed free of charge in Kadıköy district with 30,000 copies printed weekly and also available to readers in digital version with an average number of 1000 views per day and 6000 views per week. In the series prepared by OKUYAY Platform, interviews with the bookshops and booksellers in Kadıköy as well as the authors were shared with the readers.

The focus of the interview series, conducted by editor and translator Nazli Berivan Ak, was the place of Kadıköy in our cultural world; the change and transformation it has undergone with its bookstores, booksellers and authors. In the series of “surrounded by books”, independent booksellers who are important stakeholders of reading culture both conveyed their stories, memories of mastery and apprenticeship, and shared their thoughts on the changing reader profile and their observations on the world of books through their eyes. In interviews, the authors described the place of bookstores in both reader and author stories and the place of bookstores and booksellers in their literature.

In the series that lasted during October, November and December 2020, seven bookstores (two booksellers, two comics, one children’s and two mixed bookstores) and seven authors were interviewed, and thousands of people were reached both through printed and digital media. At the same time, an exemplary communication activity was carried out within the framework of the dissemination of the reading culture, creating an important archive and cooperation with local governments.

“Surrounded by Books” Interview Series in ‘*Gazete Kadıköy*’:

- *Gergedan* Bookstore and Abidin Parıltı
- *Barış* Secondhand Bookstore and Fuat Sevimay
- İyi Cüceler Bookstore and İrem Uzunhasanoğlu
- *Paralel Evren* Bookstore and Saygın Ersin
- *Flaneur* Bookstore and Mehmet Berk Yaltırık
- *Kediköy* Second Hand Bookstore and Pınar Sönmez
- *Büyülü Rüzgâr* Bookstore and Ayça Güçlüten

G- E-NEWSLETTERS

OKUYAY platform has created an email member list of about 3000 people consisting of the data it received from those who want to be aware of the platform’s activities both on the website and at the events it participates in and organizes, as well as members of the Turkish Publishers Association (TYB). Almost all of the activities mentioned above were sent to this member list and TYB member list as a newsletter via a professional digital communication program. The aim of the e-newsletters was



to inform the members of the platform and TYB about the events, the series and campaigns organized on social media, the activity results, the press releases, the radio and TV programs, the supported pilot projects, the documents and publications produced.

During project implementation, an e-newsletter series consisting of five newsletters has been launched under the heading “Digital Platform Recommendations in Coronavirus Days”, which informs both industry and end user what is being done in the world and in Turkey during this extraordinary period in order to inform members of the changes, developments and adaptation practices experienced with the COVID-19 pandemic happening around the world, to increase life motivation in this difficult period and to support members in distancing them from the problems that can be caused by the need to stay home.

E-newsletters sent to members, stakeholders and target audiences are an important element of communication activities today. Keeping the stakeholders in contact at regular intervals regarding the activities, reports and events carried out by the institutions and their results will keep the target audience alive and dynamic, as well as create a loyal and supportive stakeholder group. Being aware of the advantages of this communication format, OKUYAY Platform has sent approximately 80 e-newsletters to platform members and TYB members throughout the project.

H- PRINTED MATERIALS AND PUBLICATIONS

The role of printed materials in promotion, information, dissemination, permanence and creating visual and mental perception and impact is very important. Printed materials are also necessary for the awareness and visibility of the created “brand”. Producing the materials in a clear language and conveying the desired message to the reader in a restricted area, and in doing so, paying attention to the design language as well as the communication language and choosing the materials that represent the corporate identity and logo of the institution, are the conditions that must be fulfilled. In this context, OKUYAY Platform has produced a rich content by taking the target audience into consideration during the project period and reproduced this content in printed format as brochures, posters, stickers, postcards, booklets and books.

> Brochures

OKUYAY Platform has produced a series of promotional and informative brochures in printed format in order to draw the attention of the society to these issues, taking into account the common grounds where “OKUYAY Meetings” and “OKUYAY Conversations” events come together. The brochures focused on what is considered to be important, giving clear and concise information. The texts of these brochures are included in the second part of this book under related topics.

The list of brochures produced in the project duration is given below:

OKUYAY Platform

Growing Up with Picture Books

Starting to Read

Going to the Library

Benefits of Reading

Reading Aloud Day

Super Readers Project

Divergent Reading Challenges Project

> Posters

In order to introduce the activities carried out during the project and to inform the public about reading culture, remarkable posters were produced in printed format whose focus can be easily recognized.

Among the posters produced, the “reading culture” poster includes a comprehensive and detailed study. The “reading culture” poster aims to show the place of elements of reading culture in social and individual life, to comprehensively explain how these elements come together and form the reading culture of the person and society as a whole. On the front of the poster, illustrated by Gökçe Akgül, a cross-section of our lives is taken and all stakeholders of the reading culture are brought together with a fun drawing, while on the back of the poster there are explanations of the el-



ements of the reading culture. The elements described in the poster were collected in more detail in a booklet and added to the website, and their details are included in the second chapter. Another material prepared for the poster is the activity book produced for children. For more information about this booklet, see page]

The list of posters produced in the Project duration is given below:

Reading Creates the Future
Promotion of Pilot Projects
Read Aloud Day
Benefits of Reading Aloud
Super Readers Project
Library Cities Projects
Divergent Reading Challenges

> Booklets

Within the framework of OKUYAY Platform's communication and promotion activities, the content included in the poster in titles and short descriptions but believed that they are required to be explained to the public in more detail were turned into a booklet in digital and printed forms and presented to the interest of the people.

> Reading Culture

The "Reading Culture" booklet which is the source point of the reading culture poster has been added to the website in downloadable format (pdf) as a comprehensive resource on reading culture, providing more detailed information about the reading culture and its elements which are briefly described in the poster.

> How to Become a Book Detective? A Guide for Candidates (Reading Culture Poster Activity Booklet)

"How to Become a Book Detective? A Guide for Candidates", OKUYAY Platform Reading Culture Poster Activity Booklet includes a study program to measure the different skills of children. Bu program dikkat yoğunlaştırma, ayrıntıları belirleme ve eksikleri tamamlama becerilerini geliştirerek program tamamladığında çocuklar "kitap hafiyesi" unvanı almaya hak kazanıyor. Okuma Kültürü posterinden yola çıkarak hazırlanan etkinlik kitapçığında çocuklar okuma kültürüne dair tüm unsurları öğrenirken iyi vakit geçirebilir, bu kitapçığı okulda ya da evde kullanabilirler.

> Book Clubs

Reading clubs have a very important place in terms of acquiring a reading habit, maintaining this habit and experiencing critical reading. Aiming to bring together and talk to experts and supporters who work in this field through meetings as well as to ensure the flow of information by raising awareness of the development of reading culture throughout the society through brochures, posters and media post, OKUYAY platform has extensively studied the contribution of reading clubs to reading culture with this booklet. The booklet has been prepared by benefiting from the results of the “OKUYAY Meetings-13” held on November 5, 2020, and the “OKUYAY Conversations-9” meetings held on December 9, 2020, under the title “Contribution of Reading Clubs to Reading Culture”.

> OKUYAY Study on Draft Law/Regulation: What Should the Public Sphere Do to Develop Reading Culture? Challenges-Solutions-Recommendations

Advisory Boards, one of the important parts of OKUYAY Platform’s efforts to disseminate the reading culture, determined the problems that prevented the dissemination of reading culture in our country as a result of their studies for children, K-12, and Adult target groups which lasted for nearly a year. This booklet, which includes 10 proposals for draft laws / regulations in which these problems, solutions, and suggestions are shared with the public, was prepared especially to guide public institutions and local administrations. In addition, it was aimed to attract the attention of the public on this issue and to raise awareness in order to overcome the problems as a society.

> Books

OKUYAY Platform and a Guide for the Dissemination of the Reading Culture

OKUYAY Platform shared all of its activities during the project with all readers with the “OKUYAY Platform and a Guide for Spreading Reading Culture”. The guide you are reading now consists of 3 sections focusing on project activities, improving reading culture and what NGOs should do. In the guide, in which the experiences of OKUYAY Platform are conveyed, the impact of the activities carried out by OKUYAY Platform on society is analyzed. This book, which includes all activities in detail, is a unique resource for both those who want to carry out projects and those who want to disseminate the reading culture.



SUSTAINABILITY OBJECTIVES

Since its establishment in February 2019, OKUYAY Platform has managed to become one of the most important platforms operating in the field of reading culture. With the establishment of OKUYAY Platform, an important step has been taken towards spreading the reading culture in Turkey with the activities carried out under its own roof and the pilot projects it supported. With the expiration of the 24-month Partnership and Networks Grant Program, maintaining the platform through different channels as well as new support and action plans is becoming the responsibility of the Turkish Publishers Association, as well as all stakeholders who care about the dissemination of reading culture in Turkey. The sustainability goals planned for OKUYAY platform, which was established and developed with a large number of financial resources and the cooperation of hundreds of people, are listed below, and it should be noted that the material and spiritual support of all segments of society is a requirement in achieving these goals.

- OKUYAY platform will continue its activities in the Central Office of the Turkish Publishers Association in an area allocated to the platform.

- The platform's website will be actively refreshed and remain an important resource. All prepared content, documents and booklets will be available in digital formats.

- Shares in social media accounts, sending newsletters to members and enrolling of new members will continue. The Platform aims to maintain the wide network it has established without decreasing and enrich its network with new collaborations.

- "OKUYAY Platform and a Guide for the Dissemination Reading Culture" have been printed in 10,000 copies and delivered to institutions, organizations and individuals who are thought to be able to benefit from this resource, and are also accessible from the website in digital format. The English summary of this guide has been prepared in both printed and digital format for the purpose of promotion and information on international platforms and is available in the English section of the website. OKUYAY platform will continue to guide and support anyone who wants to get information about reading culture with this guide that it has prepared.

- It will take part in both domestic and international platforms to talk about its 2-year activity, apply for conferences and share the point reached step by step and in a planned way.

- Studies and applications will be made for OKUYAY platform for continuing to contribute to society effectively with new financial resources.

- In addition to the existing activities of the platform, the scope of coverage will be expanded with new programs and projects in accordance with current developments.
- OKUYAY Platform will mobilize all communication networks and carry out effective work and organize negotiations with local governments and public institutions for the implementation of pilot projects that have achieved great success in creating and implementing good examples in our country also in different regions across Turkey.
- The proposals for the draft law / regulation prepared by OKUYAY Advisory Boards will be shared with public authorities and local administrations, and the solution of the problems that prevent the dissemination of reading culture in our country will be followed.
- OKUYAY Platform is always ready to work with all stakeholders on the preparation and implementation of draft law / regulation proposals, if requested.

OKUYAY PLATFORM IMPLEMENTATION RESULTS

One of the largest grants in the promotion of reading culture in Turkey has been given to the Turkey Publishers Association under the scope of "Civil Society Sector Partnerships and Networks Grants Program" of the EU Presidency of the Ministry of Foreign Affairs of Turkey. Considering that improving the reading culture is one of the elements of a country's development, the grant received becomes even more important. The results obtained at the end of the 24-month studies of OKUYAY platform, which was established with the aim of carrying out its planned activities in the best way and creating the highest possible benefit to society, are listed below.

» ESTABLISHING PARTNERSHIPS AND NETWORKS

The Platform has worked to establish partnerships and networks, which is also the main goal of the grant program, and all the activities described in detail in this guide have enabled the creation of a large-scale network. Detecting and ensuring that NGOs working on this issue come together, informing them of the work being done, and their enthusiasm, motivation and support to be part of the network have formed the basis for creating such a strong network. In addition, all stakeholders were brought together in OKUYAY meetings and OKUYAY conversations and a common synergy was created to exchange ideas.



➤ MAKING IMPORTANT RESEARCH STUDIES AVAILABLE FOR PUBLIC USE

Conducting the “Reading Culture Mapping Study and Reading Culture Research 2019”, which is necessary to analyze the current situation of reading culture as much as it is necessary for OKUYAY Platform to achieve its goals was one of the important results of the project. Thanks to the grant given to the project, a wide audience has benefited from the results of a comprehensive study of reading culture conducted in Turkey after a long break, and for the first time, the cluster of “readables” has been promising as an important target audience for the studies to be conducted by all stakeholders involved in reading culture.

➤ ESTABLISHING COMPREHENSIVE RESOURCES

OKUYAY Platform shared all the information gathered from the activities, meetings, studies and researches by creating written and printed documents and shared with all concerned parties and the society. With its website, social media platforms and “OKUYAY Platform and the Guide for the Dissemination Reading Culture”, it has succeeded to provide the public with an exemplary and important resource on reading culture.

➤ REACHING MILLIONS OF PEOPLE AND CHILDREN

OKUYAY platform has managed to provide access that exceeds the number it has committed in the project text. In addition to the communication and promotion activities that are carried out in an effective and planned manner, the fact that the number of institutions, organizations and individuals who are willing to disseminate the reading culture is more than expected, and the intensive support they give to the platform, as well as the ability of the project, which has many physical activities in its plan, to quickly adapt to new conditions to continue its activities digitally due to the pandemic, are the factors that has ensured this success.

➤ A CALL FOR MOBILISATION: READ ALOUD DAY

The impact and power of mobilization campaigns in the past have been experienced by all societies in the world and in our country. Campaigns, especially supported by governments, are one of the best methods to achieve the desired result quickly. In order to the dissemination of the reading culture, it is essential to have a mobilization in which the support of the state and the participation of all stakeholders and the public will be ensured. OKUYAY platform calls for mobilization to be

implemented throughout the country with the “Read Aloud Day”, which it carries out as a pilot project. The fact that the society is ready to see the answer to the question of how many people will be reached if the event, which is attended by 10,000 people in 3 weeks, lasts for a long time and is supported by the state, has clearly been seen during the implementation of the project.

► EXAMPLES OF BEST PRACTICE WAS CREATED WITH PILOT PROJECTS:

As described in detail in the first section of the “OKUYAY Platform and the Guide for The Dissemination of The Reading Culture”, Successful results were achieved by reaching tens of thousands of people through pilot projects carried out in different regions throughout Turkey, which is one of the most important activities of OKUYAY platform. Pilot projects have shown that the expected development in society can be achieved and successful results can be obtained when healthy communication and mutual understanding are ensured and common goals are determined and effective planning is carried out with civil society and the necessary resources are provided. It has been clearly stated that with short periods of 5 months and reasonable budgets, applications can be made that can reach a wider audience in our country and play an important role in acquiring the habit of reading. 6 good examples have been created with pilot applications, and OKUYAY platform calls for cooperation in the dissemination of these examples.

► CAMPAIGN ABOUT WHAT THE PUBLIC SPHERE SHOULD DO TO DEVELOP READING CULTURE:

The 10-article draft law/regulation proposal, explained in detail in many major parts of the guide, was prepared by the Advisory Boards. In order to improve the reading culture, problems were identified, solutions were proposed, interested parties were identified, non-governmental organizations that could cooperate were specified to add new ones. OKUYAY Platform conveyed its suggestions to the public authorities about the problems that were determined before but still have not been solved and worked for the public authorities to take action.

In the light of all these results, the first steps of a transformation in reading culture were taken with the contribution and cooperation of OKUYAY Platform and all stakeholders working to disseminate the reading culture. As researches also have determined in concrete terms, all clusters whether reading or not in Turkey meet in the idea that the reading culture should be spread in our country. This point of view was also observed during the applications of OKUYAY Platform. Therefore, it seems

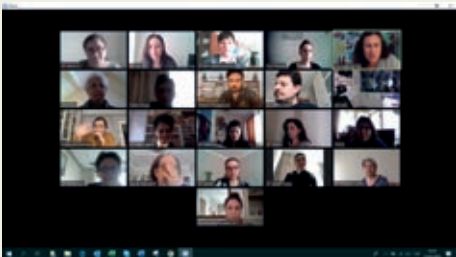


that there is no obstacle to the dissemination of reading culture in Turkey in the near future, and our belief that this will be possible should be encouraged. In order to have this courage, the cooperation of everyone from public to private enterprise, from NGOs to citizens is the most basic need for the development of all segments of society.

As OKUYAY Platform, we invite all organisations and members of the public to walk through the door we have opened!

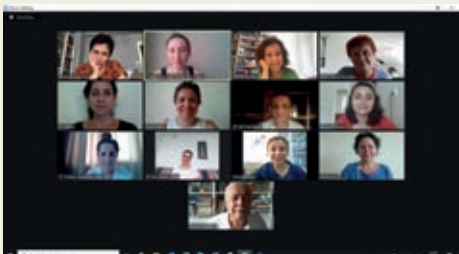


OKUYAY PLATFORM PHOTO ALBUM

















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OKUYAY Platform and the Guide for Disseminating Reading Culture has been prepared for to describe the activities carried out by OKUYAY Platform during its 24-month project cycle, with the grant it received within the scope of the Ministry of Foreign Affairs- EU Presidency, Civil Society Sector Partnerships and Networks Grant Scheme Program. The guide explains the meaning of reading culture, the elements of reading culture and what should be done to spread the reading culture and what NGOs do to while preparing projects.

As a result of its 24-month activities, OKUYAY Platform aims to establish many partnerships and a wide network, to present comprehensive research to the service of the society, to create rich and useful resources in digital and print, and to share them with the public, to initiate an event with a wide participation by calling for a reading mobilization with an example application. It has succeeded in setting 6 good examples for Turkey with pilot projects, preparing 10 law / regulation draft proposals for the public to improve reading culture, and more importantly reaching millions of people and children. In the light of all these results, with the contribution and cooperation of OKUYAY Platform and all stakeholders working to spread the culture of reading, the first steps of a transformation in reading culture have been taken.

During the project implementation, as it is seen as a concrete research, it appears that in the near future is not an obstacle to the promotion of reading culture in Turkey and this should be encouraged in our belief that to be possible.

As OKUYAY Platform, we invite all institutions and all segments of the society to enter through the opening door!

ORTAKLIKLAR VE AÇLAR HİBE PROGRAMI
GRANT SCHEME FOR PARTNERSHIPS AND NETWORKS

OKUYAY 

OKUMA KÜLTÜRÜNÜ YAYGINLAŞTIRMA PLATFORMU
PLATFORM FOR DISSEMINATION OF READING CULTURE

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