

12-11-2025

Warsaw, 12 November 2025

The great celebration of literature and its creators has begun! The European Authors Day 2025 celebrations under the motto *Read. For Real* are now underway and will continue across Europe until 12 December.



This autumn, all of Europe is celebrating creativity and the love of books. The European Authors Day 2025 is now officially launched. “Read. For real!” is the call to action of this unique continent-wide celebration of literature, imagination and human creativity.

From today, everyone – schools, libraries, nurseries, bookshops, publishers, cultural centres, local authorities, companies, NGOs, and individuals – are invited to join the shared celebration of European Authors Day #ReadForReal, running from 11 November to 12 December.

European authors will visit other than their country of origin, meet audiences speaking different languages. The **European Authors’ Day #ReadForReal** is a way to celebrate those who make literature possible – **writers, illustrators, translators and designers** – the true superheroes of creativity, the essence of what makes us human. A meeting with an author is a meeting with humanity at its purest.

At www.readforreal.eu, participants will find an invitation to take part, free materials to help them create their own events: lesson plans, illustrations, logos, posters, bookmarks, tags and other useful resources.

“Meeting authors and reading books doesn’t sound innovative – audiences reading about the initiative will be from circles who read, they are critical thinkers with high language and social skills – they will not find anything surprising or new in the idea. The challenge is to make us all understand that the reading and conversation experiences in our lives are precisely what has shaped our minds to become who we are and that an inclusive democracy can survive only if we all try to make reading & thought exchange available to all, not to some. *Be the change you wish to see in the world* – following Gandhi – is our motto. We are inviting everyone to join – the whole book sector (from creators to booksellers and librarians) but also education, business, social care, local governments – whoever wishes to use the project in a way to develop their teams, local societies, students, employees, audiences, or even products.” says consortium leader **Maria Deskur**, CEO of the **Universal Reading Foundation (Poland)**.

European Authors Day #ReadForReal

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The European celebrations are open and inclusive. Across 25 countries, more than 200,000 registered participants will join live events, with nearly 3600 literary and reading initiatives already planned. Everyone can take part by organizing or joining events the project's website includes materials for all to download and use: www.readforreal.eu.

“We have been working with schools and libraries for many years and it is a truly amazing experience to see this wonderful energy react to our project. We already have over 2000 European Authors Day #ReadForReal events registered in Bulgaria alone. Our population is 6,5 million people so it is easy to understand what those 2000 events mean. We are not underlining this to promote ourselves, our consortium is trying to inspire everyone by making the project as open as possible, as easy to join as possible and by trying to show that almost anything is possible. This is also our role and strength as EURead – to invite and inspire organizations from all over Europe to join” – underlines consortium member **Valentina Stoeva from the Reading Foundation in Bulgaria, Chair of EURead.**

In Poland, 2,000 post offices have joined the initiative, with the official launch held at the **Warsaw Main Post Office.**

“A Post Office is a friendly and democratic place – our clients are from all ages, all professions and – of course – all regions. We have been selling books and even organizing authors' meetings around Poland for years and we know how important it is. There are many small localities in Poland where the Post office is the only “bookshop”. We are thus thrilled and honoured to be able to support the European Authors Day #ReadForReal initiative by making available our incredible reach for the cause, says **Sebastian Mikosz, CEO of Poczta Polska S.A.**

To mark the **European Authors Day #ReadForReal**, customers purchasing a book at the Polish post offices will receive a special “*inspirational notebook*” – a little companion for jotting down ideas, reflections and books to read. The Post Offices have branded their entrances with an invitation to Read. For real.

Read. for real!

“Read. For real!” means reading **truly and deeply** – through meeting authors, illustrators, translators, discovering stories that inspire and change the way we think, exercising our minds to perceive nuances, build our knowledge, form our analytical and deductive thinking. It means experiencing literature *live*, through genuine human connection. In a world full of screens and apps, **#ReadForReal** reminds us that reading strengthens empathy, critical thinking and concentration – all vital skills in today's society.

“We should read books and exchange thoughts with their creators not only to know them, but to understand the world around us. *Read. For Real!* is an important slogan inviting us to do just that. Everyone needs to encounter that first book which makes them want to read more – the one that turns them into a lifelong reader: aware, curious and open-minded. That's our goal – to show that such a book is waiting for each of us,” – says consortium member **Tomasz**

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Makowski, Director General of the National Library of Poland and President of the Conference of Directors of National Libraries.

How to join?

The project is open to all.

Simply visit www.readforreal.eu to find out more and download free materials.

The consortium kindly asks everyone to **register their event** through the website – whether it is a lesson, workshop, reading challenge, author meeting or a local book ball.

“It is very important for us to understand and evaluate our effectiveness – registrations will show us what regions of Europe are joining and which ones we have failed to reach to. This will help us do our job better. We are working in the same way in France” – underlines consortium member **Annaick Le Ru from CİCLİC, the Centre for Culture of the Val de Loire Region in France.**

Already, **25 national coordination centres (hubs)** have agreed to assist participants in their own languages, provide printed welcome packs, and offer online materials.

Participants can:

- organize an event in your community,
- invite an author, illustrator, translator
- take part in a family reading session,
- join a team or group reading challenge,
- create their own local initiative promoting reading through live reading meetings

“The European Authors Day #ReadForReal campaign is a wonderful opportunity to support the tradition of celebrating literature – not only privately, but together. Readers meeting other readers and Authors enable us to create connections which count. We experience the same stories differently, sharing our diverse thoughts and perception makes us learn so much more” says consortium member **Joerg Maas from Stiftung Lesen, Germany**

The organizers’ aim is not only to invite as many people as possible to join in promoting reading and engaging with literature, but also to rediscover the simple joy that books bring. The **European Authors Day** under the slogan **#ReadForReal** is also an invitation to visit a bookstore and buy books for friends and family – because reading connects people, and a good book makes a perfect gift : #GoodBookGoodGift

“The Federation of European Publishers is truly thrilled to be part of the consortium. As publishers we deeply understand the immense importance and power of human artistic and literary creativity. We are excited to underline the great value of the Authors’ presence in the life of readers, and on a practical note - the importance of buying books for each other. Research proves that we don’t become readers if we don’t have books of our own at home, inviting audiences to buy books as gifts is an important part of strengthening Europe’s literacy. Book creators, Librarians, teachers, publishers, booksellers, activists, institutions –

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we are all in this together” – says consortium member Anne Bergman from the Federation of European Publishers.

The celebrations will take place every year from **11 November to 12 December**. The organizers’ dream is to establish a lasting tradition – a true European festival of literature and creativity, engaging millions of readers and thousands of Authors across the continent.

Why does it all matter?

More than **75 million adults in Europe** struggle with reading comprehension. This affects economies, societies and democracies alike. Reading is not just a pleasure – it is a tool for equal opportunity and **a real condition for our common better future as Europeans**, as many researchers underline in the light of what skills we as humans need to have in the era of AI.

Who is behind the project

European Authors Day #ReadForReal is coordinated by a **consortium of seven organizations from five countries**, led by the **Universal Reading Foundation (Poland)**.

Project partners include:

- **National Library of Poland**
- **Stiftung Lesen, Germany**
- **Ciclic Centre-Val de Loire, France**
- **Chetene, Bulgaria**
- **Federation of European Publishers**
- **EURead**
- **Universal Reading Foundation, Poland**

The initiative is co-funded by **Creative Europe**, as a part of the programme and includes:

1. The **annual celebration** of the *European Authors Day*,
2. **Regular international workshops** for reading promoters – the first of which will be held in Warsaw on **13–14 November**,
3. International **“Literacy for Democracy”** conferences, held by the **Universal Reading Foundation**

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