



The “Reading for All” initiative is part of the Erasmus+ project Climate for Reading, aiming to make libraries inclusive and accessible for everyone – regardless of reading ability. Many adults face barriers to reading due to limited experience, language challenges, or cognitive difficulties. Likewise, young adults often lose interest in reading during adolescence. This scenario outlines strategies to lower the threshold for reading, foster a sense of mastery, and build lasting relationships with libraries.

OUTREACH INITIATIVES – REACHING ADULTS WITH READING CHALLENGES

KEY BARRIERS

- *Partner up with local organizations such as adult education centers, employment offices, health clinics, volunteer hubs, language cafés, day centers, and disability associations. Set up “reading stations” with easy-to-read books, audiobooks, and brochures about library services.*
- *Low-threshold promotional campaign with messages like:*
 - *“You don’t need to read fast – just read!”*
 - *“Your library has books for all readers”*
 - *“Audiobooks or paper books – your choice!”*
 - *“Reading builds confidence – we’ll help you get started.” These factors often result in migrants not entering the library building without a personal invitation. Reading can therefore become a sensitive and emotionally charged topic.*
- *Visual and oral formats: Posters with clear images and simple text. Short videos featuring users sharing how they discovered the joy of reading—despite challenges.*
- *Bookmarks and postcards with simple quotes and QR codes linking to audiobooks, easy-read titles, and literary podcasts.*

IN-LIBRARY INITIATIVES – A SAFE AND ACCESSIBLE SPACE

- *Space adaptation*
 - *Quiet zones with soft lighting and sound*
 - *Clearly labeled shelves with color codes and icons*
 - *“Easy to read” sections with large print, simple language, and visual elements*
- *Personal guidance: Staff offer conversations based on interests and needs – not just genres. Focus on comfort and confidence. Reader’s advisory as a tool*
- *Digital tools: Training in audiobook apps, e-books with read-aloud features, and text-to-speech tools.*
- *Low-barrier reading groups: For example, “Read Together” sessions with shared reading and discussion. No preparation required.*
- *Theme nights with relevant content: Topics like health, work, or everyday life – based on easy-read books and podcasts.*
- *Literature through film and games: Discussions about stories from movies or games, linked to books with similar themes.*
- *Challenges and rewards: “Read 1 book – get 1 audiobook free” or “Share your reading experience – receive a book gift.”*

ADDITIONAL NOTES ON ADULT READERS

- *Preferred formats: Easy-read books, comics, biographies, visual books, audiobooks, podcasts, film-based literature, practical guides.*



- *Group traits: Many have negative school experiences with reading and need reassurance and success. They often read for utility rather than entertainment. Visual support and oral storytelling are key.*
- *Creative campaigns:*
 - “Reading starter kit” for new users with reading challenges
 - “Reading buddy” program – volunteers read with users
 - “Reading on wheels” – library staff visit institutions with books and read-aloud sessions
- *Parents with reading challenges: Support for reading to children—simple books, reading tips, shared reading moments.*

BUILDING CONNECTIONS WITH YOUNG ADULTS

It is a aim to shape lifelong reading habits and good relations to libraries in general. In a world of digital distractions and academic pressure, the library must be more than a place for books—it should be a safe, inspiring, and relevant space for exploration, identity, and community. When reading struggles appear, the library should be an obvious place to turn to.

STRATEGIES TO BUILD LIFE LONG RELATIONS TO LIBRARIES

- *Let young adults curate reading corners: Let students create their own shelves—e.g., “Books we love,” “Books that made us think,” “Books we’d recommend to a friend.”*
- *Literature and identity: Thematic shelves and events around youth-relevant topics like mental health, identity, climate, love, gaming, technology, and the future.*
- *BookTok and Bookstagram shelves: Physical displays of trending books with QR codes linking to reviews and videos.*
- *Book swap days: Young adults bring books to exchange—hosted by the library.*
- *Low-barrier reading challenges: “Read 3 books in 3 months,” “Read a book you’d never choose,” “Read a book and make a meme.”*
- *Gaming and literature: Talks and displays on game-based literature – e.g., “The Witcher”, “Assassin’s Creed”, “Minecraft” books.*
- *Creative expression: Draw, write, create memes or TikToks inspired by books—showcased in the library.*
- *Literary lunches: Informal gatherings to talk about books over lunch—no reading required beforehand.*
- *Library as chill zone: Cozy furniture, music, charging stations, snacks—a place to be, not just read.*

COLLABORATION AND VISIBILITY

- *Young adults ambassadors: Selected young adults promote the library on school social media and in classrooms.*
- *Library as a student engagement hub: Debates, writing contests, exhibitions, student-led events.*

