



Project Template

European Rotaract Information Center

Name of the project: Bundessozialaktion - Lust auf Lesen

Organizing club: Rotaract Germany

Contact person: Entela Seferaj - CR Germany

Email address: entela.dea@gmail.com

I. ANALYSIS, OPPORTUNITIES AND MAIN IDEA FOR THE PROJECT.

1. ANALYSIS OF THE PROBLEM WE WANT TO SOLVE

The Problem – Reading proficiency, frequency, and enjoyment are steadily decreasing among children and adolescents. The 2023 released IGLU study proved that one in four fourth-grade students in schools in Germany falls below the international minimum standard in reading, thus confirming the negative trend that has been emerging since the early 2000s.

2. OPPORTUNITIES

We want to raise awareness about the issue, educate about its facets, and encourage engagement.

We want to implement various hands-on projects nationwide to provide children and adolescents with opportunities to read and instill joy in reading.

We want to provide books to 100 classes in schools in Germany, leveraging resources within the Rotary family.

Let's make a difference together and ignite a passion for reading!

II. HOW TO EXECUTE THE PROJECT

1. ACTION GROUP

Project Coordinator: Responsible for overseeing the entire project, coordinating activities, and ensuring that project goals are met.

Outreach and Awareness Lead: Responsible for raising awareness about the project, engaging with communities, and promoting participation.

Logistics and Resource Management: Responsible for managing resources, including books, and coordinating logistics for events and activities.

Event Planning and Implementation: Responsible for planning and executing events and activities related to promoting reading among children and adolescents.

Curriculum Development and Educational Support: Responsible for developing educational materials and providing support to schools and educators involved in the project.

Technical Support and IT Management: Responsible for managing technical aspects of

the project, including website management and digital resources.

Pedagogical Guidance and Support: Responsible for providing guidance on educational strategies and ensuring that the project aligns with pedagogical principles.

Project Evaluation and Assessment: Responsible for evaluating the effectiveness of the project and assessing its impact on reading proficiency and enjoyment among children and adolescents.

2. DESCRIPTION OF THE PROJECT

The Project – "Passion for Reading" as a Rotaract Federal Social Action addresses this problem and advocates for the promotion of reading among children and adolescents. The project is based on three objectives:

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We want to implement various hands-on projects nationwide to provide children and adolescents with opportunities to read and instill joy in reading.

We want to provide books to 100 classes in schools in Germany, leveraging resources within the Rotary family.

3. GOALS OF THE PROJECT

We want to raise awareness about the issue, educate about its facets, and encourage engagement.

We want to implement various hands-on projects nationwide to provide children and adolescents with opportunities to read and instill joy in reading.

We want to provide books to 100 classes in schools in Germany, leveraging resources within the Rotary family. <https://lustauflesen.rotaract.de>

4. TARGET AUDIENCE

People that cannot read due different reasons.

5. ACTION PLAN & TIME FRAME

<https://lustauflesen.rotaract.de/sozialaktionen/>

Brief description of each step

<https://lustauflesen.rotaract.de/sozialaktionen/>

6. RESOURCES

<https://lustauflesen.rotaract.de/downloads-infos/>

7. BUDGET

changes from project to project

8. ORGANIZERS OF THE PROJECT

<https://lustauflesen.rotaract.de/kontakt/>

9. PARTICIPANTS

Its a Country Wide project - Every German RAC Club ist able to join.

10. SPONSORSHIP

<https://lustauflesen.rotaract.de/downloads-infos/>.

<https://lustauflesen.rotaract.de/spenden/>

11. MEDIA COVERAGE

<https://lustauflesen.rotaract.de>

III. RESULTS

1. RESULTS AND OVERVIEW

tbd.

2. ADVICES

Spreading awareness isn't so easy as we firstly thought.

3. SUSTAINABILITY

Yes - the parts can be always