



Fundacja
Powszechnego
Czytania

Universal
Reading
Foundation

1

mission

2

values

3

people

•
**Build an inclusive and strong democracy
through raising readership competences**

Raise readership ratio in Poland to 70%
(it is at 42%, vs circa 70% in UK, France, Germany)

1

mission

Long-term perspective

Our thinking is future oriented – if we make an effort now, the next generation will read more.

Not-politically

We do not support any political party (and are not allowed to by our founding documents)

Together

We work together despite the ideological, business or corporate differences there might be; our aim is to support the work of other non-government organizations and/or government institutions already promoting readership. We do not want to compete with them, rather assist in conducted operations.

Reach

We intend to invest in actions that will reach a serious scale and thus have measurable effects.

Research

We believe that the key to effective actions is research.

Our work will be based on studies' results; reliable research and market data.

Transparency

We will publish financial results and evidence basis of our actions.

Our founders are companies from the publishing industry. Their representatives form the Founders' Council which supervises the work of the management team elected every 3 years from among the founders' representatives and by the Founders' Council.



3 people

Our founders



3

people

Management team



Maria Deskur
CEO
C-level manager, 20 years in publishing companies



Grzegorz Majerowicz
Member of the Board
Vice-President of the Polish Book Chamber

3

people



**Giving chances
for a better future**