

# LIFELONG READING PROGRAM



Worldreader is creating a future where everyone can be a reader. Using low-cost technology (such as e-readers and mobile phones), a personalized digital library, and a worldwide network of corporate and nonprofit partners, we help millions of people reach their potential.

Worldreader's work is organized around four major program areas that span the lifecycle of a reader: pre-reading, school reading, library reading and life long reading.

## WORLDREADER LIFELONG READING PROGRAM

The lifelong reading program seeks to support the development of reading habits among youth and adults, while increasing their knowledge and competencies.

**Education and learning, far from being limited to a period of attendance at school, should extend throughout life.**

The program leverages our Worldreader app, data analytics, and partnerships with publishers and mobile phone providers to empower youth and adults to access books on their mobile devices so they can continue to grow and learn.



## PROGRESS

Since 2010, we have reached

**7,416,554**



**lifelong readers**

in

**50**



**countries**

## PROJECTS



### Anasoma

In 2016, Worldreader launched Anasoma (She/He reads in Kiswahili), a pilot that aims to promote gender equality and women's empowerment, while increasing female participation in mobile reading. As part of the project, we're identifying the barriers and drivers to female mobile readership through a human centered design approach. We've also launched our first-ever women's empowerment collection, aimed at challenging social norms and redefining the traditional stereotypes.



### AvanzaLee

In 2017, Worldreader launched AvanzaLee—a research project aimed at developing a grassroots implementation model that will foster a reading culture in Latin America, with a focus on Mexico. Through collaboration with IBBY México we plan to complement IBBY's work by building their staffs' capacity to integrate mobile technology into their existing reading programs. We'll also be adding high-quality digital books in Spanish to our library to further contribute towards engaging readers.

## FEATURED PARTNERS

BILL & MELINDA  
GATES foundation



## AWARDS



We received the Best Mobile Innovation for Education Award at the Glomo Awards, in collaboration with Opera Global, 2015



We also received the Innovation Award for Mobile-First Market and Market Award for Social Responsibility at the Meffys, UK, 2015