

**“READING HAS ONLY GOOD SIDES” – CONFERENCE SUMMARISING THE NATIONAL READING
DEVELOPMENT PROGRAMME 2.0**

Warsaw, 23-24 September 2025

“Alternatywy” Ursynów Cultural Centre in Warsaw
9 Indiry Gandhi Street

CONFERENCE PROGRAMME

The conference is hosted by Szymon Kloska – journalist, literary critic, curator of literary festivals

TUESDAY, 23 September 2025

9:30-10:00 a.m.	Networking, registration, coffee
10:00-10:15 a.m.	Conference opening Marta Cienkowska, Minister of Culture and National Heritage Dr Katarzyna Lubnauer, Secretary of State at the Ministry of National Education Robert Piaskowski, Director of the National Centre for Culture Poland
10:15-10:35 a.m.	Why can't I live without literature? – inspirational speech Michał Nogaś, Deputy Director/Editor of Polish Radio Programme Three
10:35-11:45 a.m.	NRDP 2.0. effects from the perspective of its Operators <ul style="list-style-type: none">• Mateusz Adamkowski, Director of the Department of State Patronage, Ministry of Culture and National Heritage• Dr n. hum. Grzegorz Jankowicz, Director of the Book Institute• Dr Tomasz Makowski, Director of the National Library• Robert Piaskowski, Director of the National Centre for Culture Poland• Emilia Różycka, Head of the Division of Core Curriculum at the Department of General Education, Ministry of National Education moderated by: Dr Olga Napiontek, Vice-President of the Board of the Civis Polonus Foundation
11:45 a.m.- 12:05 p.m.	Coffee break
12:05-1:15 p.m.	NRDP 2.0. effects from the perspective of its Beneficiaries <ul style="list-style-type: none">• Małgorzata Grupińska-Bis, Director of the Regional Public Library and Culture Animation Centre in Poznań• Marcelina Halaś, educator and cultural organiser at the Municipal Public Library in Kamienna Góra

	<ul style="list-style-type: none"> • Ewa Janikowska, Principal of Kindergarten No. 143 “Mali Odkrywcy” in Warsaw • Pola Rożek, tutors’ representative in the competition BLISKO – Biblioteka Lokalność Inicjatywy Społeczność Kooperacja Oddolność • Tomasz Siniew, Director of the Łubniany Cultural Centre <p>Moderated by: Monika Piórecka, Director of the Fr. Franciszek Siarczyński Public Library of the Kozienice Municipality</p>
1:15-2:25 p.m.	<p>Pierogi versus poetry. Researchers on readership and its future</p> <ul style="list-style-type: none"> • Prof. Roman Chymkowski, Head of the Readership Research Lab, National Library • Magdalena Kopczyńska-Zych, Counsellor for Cultural Policy Implementation at the Department of State Patronage, Ministry of Culture and National Heritage • Dr Katarzyna Nowicka, member of the INITIATIVES Association of Library Directors, Director of the Public Library of the City and Municipality of Zagórów • Jan Oleszczuk-Zygmuntowski, Co-Chairperson of the Board of the Polish Economics Network • Grażyna Pol, Head of the Research & Analysis Department, National Centre for Culture Poland • Miranda Zarzycka, Manager of Research & Art Projects at the Warsaw Observatory of Culture <p>moderated by: Agnieszka Bąk, expert in the Public Affairs team, IPSOS Poland</p>
2:30-3:30 p.m.	Lunch break
3:30-4:40 p.m.	<p>Why is readership important to local communities? How to fully unlock the potential of libraries? Local governments’ perspective and experience.</p> <ul style="list-style-type: none"> • Małgorzata Giela, Head Officer at the City Hall of Zabrze, a signatory of the first municipal declaration for readership in Poland: “Zabrze Agreement” • Stanisław Jastrzębski, President of the Union of Rural Municipalities of the Republic of Poland, Mayor of the Municipality of Długosiodło • Magdalena Krupa, Staroste of the Strzeliński District • Adrianna Walendziak, Director of the Regional Public Library in Olsztyn <p>moderated by: Maria Deskur, President of the Board of the Universal Reading Foundation</p>
4:40-5:50 p.m.	<p>In search of the Holy Grail of universal reading. Can state policy effectively support readership development?</p> <ul style="list-style-type: none"> • Kristina Mažeikaitė, Lietuvos kultūros taryba (Lithuanian Council for Culture), Lithuania

	<ul style="list-style-type: none"> • Vladana Pillerová, Národní knihovna České republiky (National Library of the Czech Republic), the Czech Republic • Trine Skei Grande, Der Norske Forleggerforening (The Norwegian Publishers Association), Norway • Laura Trost, Stiftung Lesen (Reading Foundation), Germany <p>moderated by: Krzysztof Żwirski, literary activist</p>
8:00-11:15 p.m.	<p>Networking meeting with the participation of Maciej Wróbel, Secretary of State at the Ministry of Culture and National Heritage</p> <p>Meeting at the Palace of the Commonwealth, 3/5 Krasińskich Square, 00-007 Warsaw</p>

WEDNESDAY, 24 September 2025

10:00-10:20 a.m.	<p>Is it possible to save the world without reading? – inspirational lecture</p> <p>Jacek Królikowski, President of the Information Society Development Foundation</p>
10:20 a.m.-12:30 p.m.	<p>Contribution of the third sector to readership promotion. How can the government and non-governmental organisations join forces to promote readership?</p> <ul style="list-style-type: none"> • Maria Deskur, President of the Board of the Universal Reading Foundation • Agnieszka Karp-Szymańska, President of the Board of the Czas Dzieci Foundation • Agnieszka Koszowska, Editor, Project Coordinator at the Information Society Development Foundation • Elżbieta Olszewska, Board Member, Programme Director of the ABCXXI Foundation – All of Poland Reads to Kids • Katarzyna Sołtan-Młodożeniec, Expert Coordinator at the Culture & Media Department, Centre for Citizenship Education <p>moderated by: Krzysztof Żwirski, literary activist</p>
12:30-12:50 p.m.	<p>Coffee break</p>
12:50-1:10 p.m.	<p>Books to walk with – inspirational lecture</p> <p>Dr Ludwika Włodek, Assistant Professor at the Centre for East European Studies, University of Warsaw</p>
1:10-2:20 p.m.	<p>Modern readership – what is it?</p> <ul style="list-style-type: none"> • Beata Chmiel, Cultural Manager • Maria Dąbrowska-Majewska, Managing Director at the Zmiana Foundation • Kinga Kolenda, Marketing Specialist at Lubimyczytac.pl

	<ul style="list-style-type: none"> • Paweł Piwowarczyk, Director of the Józefa Bergelówna Municipal Public Library in Dobczyce • Beata Prokopczuk-Daab, Head of the Księgarnia Czarne, Wydawnictwo Czarne <p>moderated by: Anna Karczewska, activist and promoter of culture, Książki Kupuję Kameralnie</p>
2:20-3:30 p.m.	Lunch break
3:30-4:40 p.m.	<p>Effective government support. In other words, what kind of support? NRDP and other tools – panel of the Literary Field Team:</p> <ul style="list-style-type: none"> • Jacek Dehnel, writer and translator, founding member of the Literary Union • Dr n. hum. Grzegorz Jankowicz, Director of the Book Institute • Jerzy Woźniakiewicz, Director of the Regional Public Library in Krakow, President of the Polish Librarians' Association • Łukasz Zych, Member of the General Board of the Polish Librarians' Association <p>moderated by: Agata Diduszko-Zyglewska, Chairperson of the Literary Field Team, Advisor to the Minister at the Ministry of Culture and National Heritage</p>
4:40-5:00 p.m.	Summary and closure of the conference

