

# Bookstart in Japan

A sustainable structure  
to support self-motivated programmes

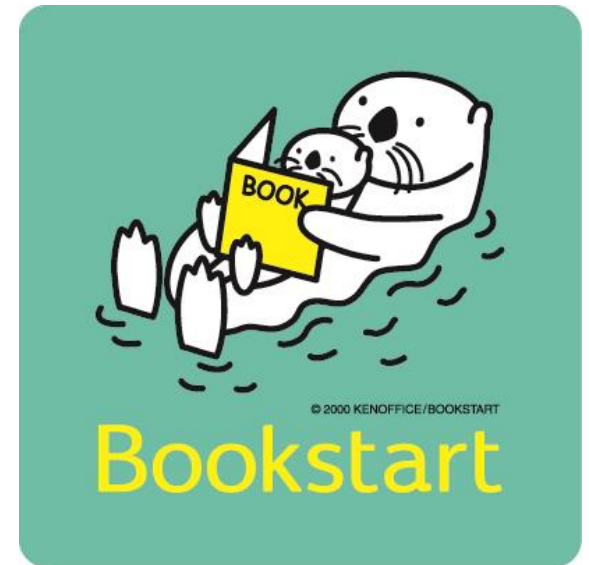
**Bookstart Japan**

**Izumi Satou**

Zoom Trial Session 2

Global Network for Early Years Bookgifting

28 March 2019



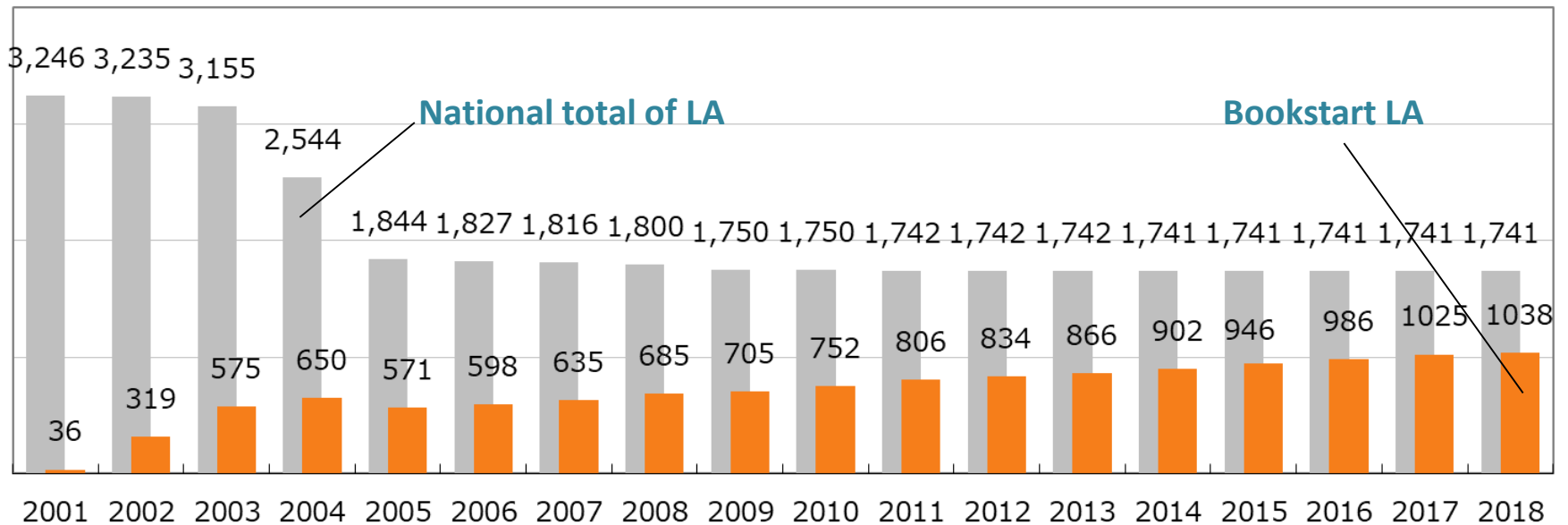
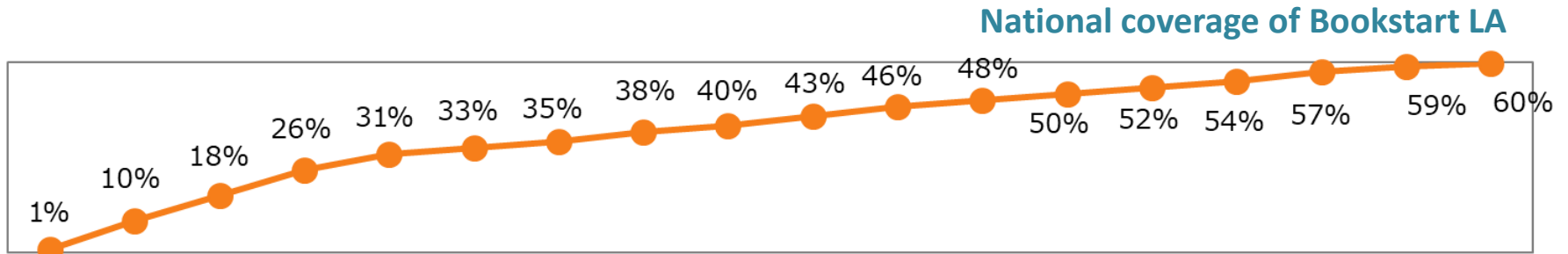
# About Japan

## Key Figures

- Population: 126.8 million (126,800,000)
- Babies born: 920,000
  
- Total Fertility Rate: 1.43
- % of the population aged 65 or older: 28%
  
- Local authorities (LA): 1,741 cities, towns and villages  
in 47 Prefectures
- Public libraries: 3,278



# Growth of Bookstart in Japan



- LA which run Bookstart as of Feb 2019: **1,038 (60% of all LA)**
- More than **6 million babies** have been targeted since 2000

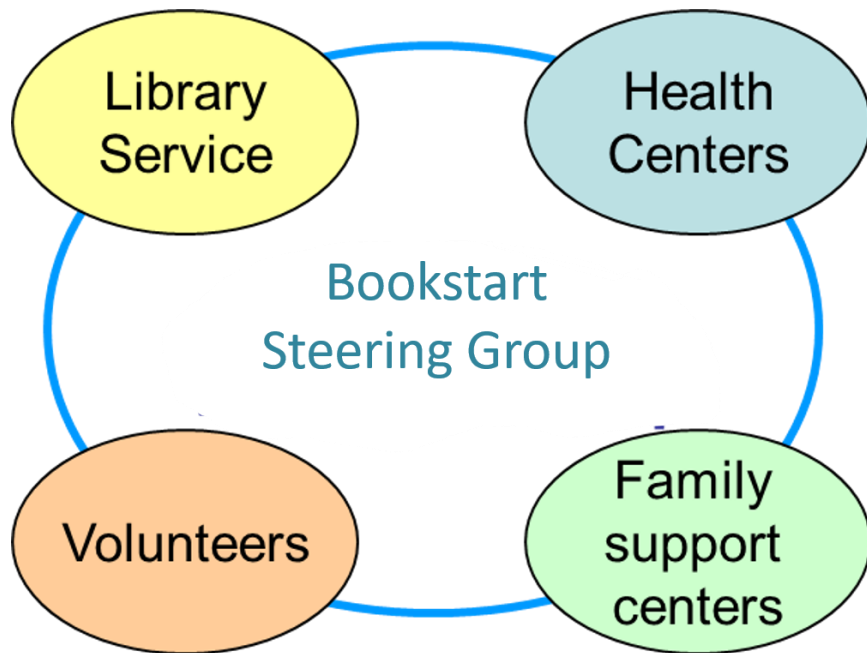
# Local Bookstart and Bookstart Japan

- Local authority wishing to launch Bookstart
    - Set up a **steering group** and **design** their Bookstart
    - **Budget** their programmes
  - It is **LA's decision** whether they run Bookstart or not.  
They need **a strong motivation** to start and maintain the programme.
  - Bookstart Japan **provides various support** in running Bookstart locally.
    - workshops to share experience, consultation, training, research, publishing, National PR
- + provides **quality Bookstart packs** for a reasonable price.

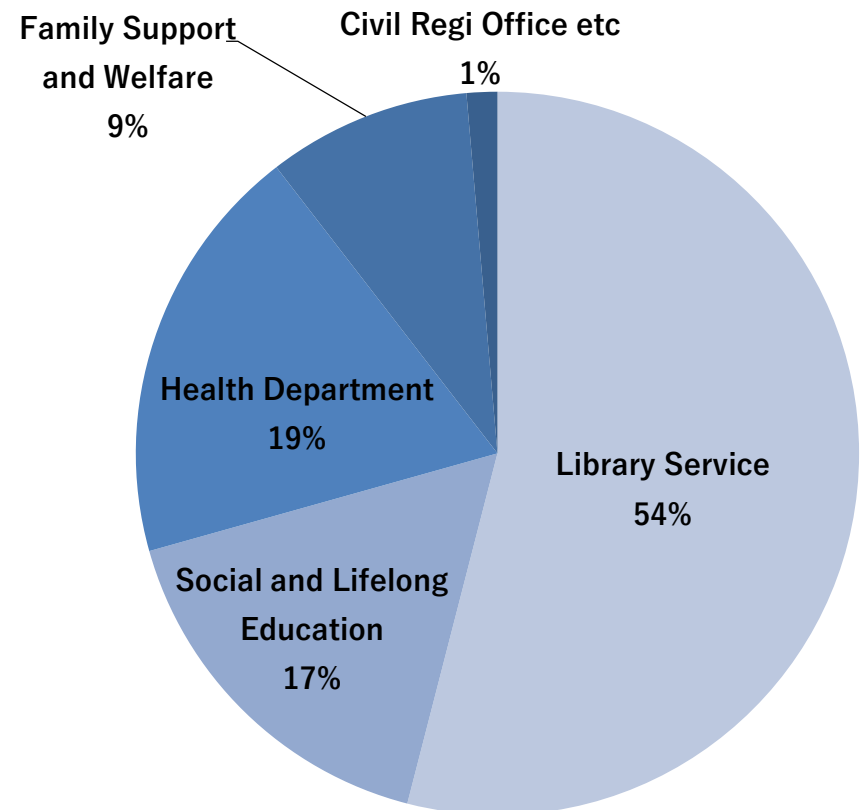


# Local Bookstart Programmes

## Local Partnerships

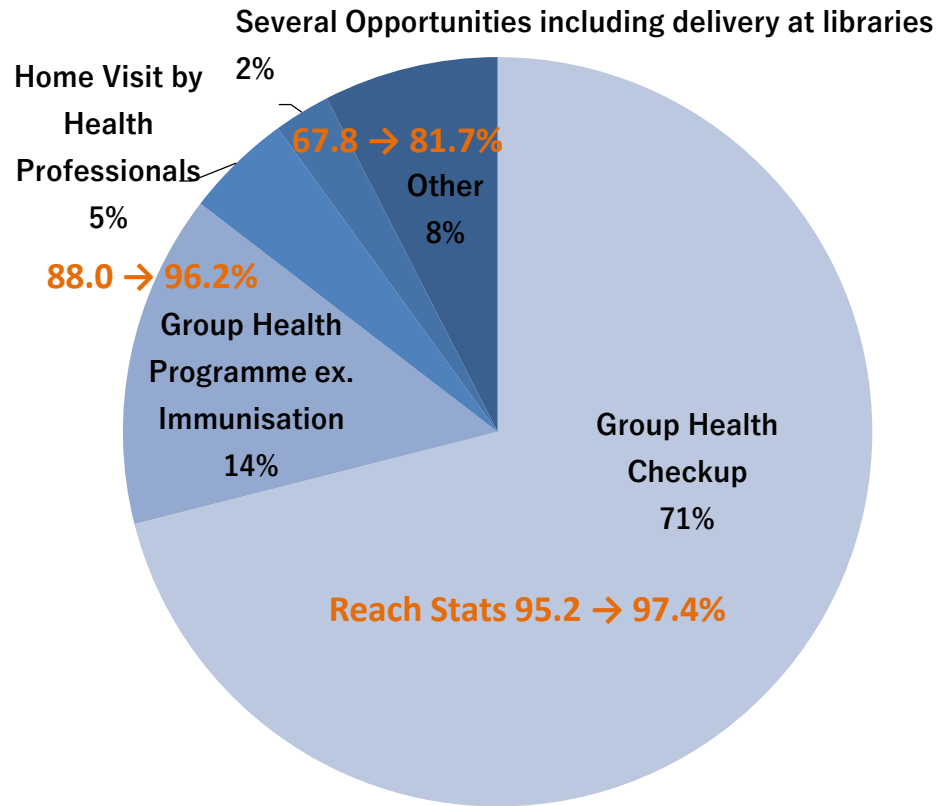


## Administrative Department (Budget Source)

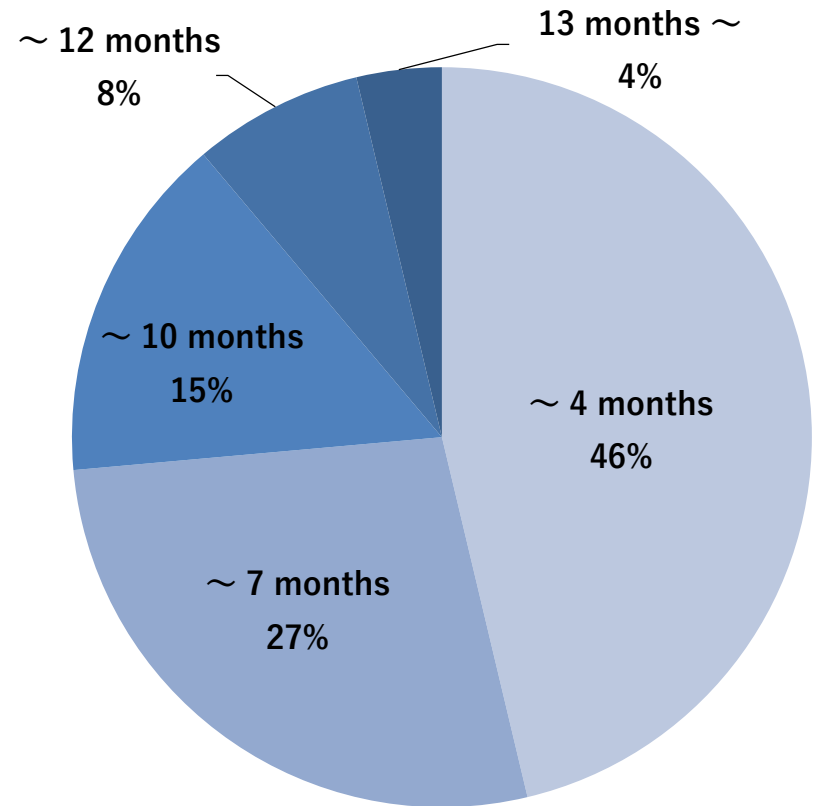


# Local Bookstart Programmes

## Opportunities of Pack Delivery



## Age of Babies

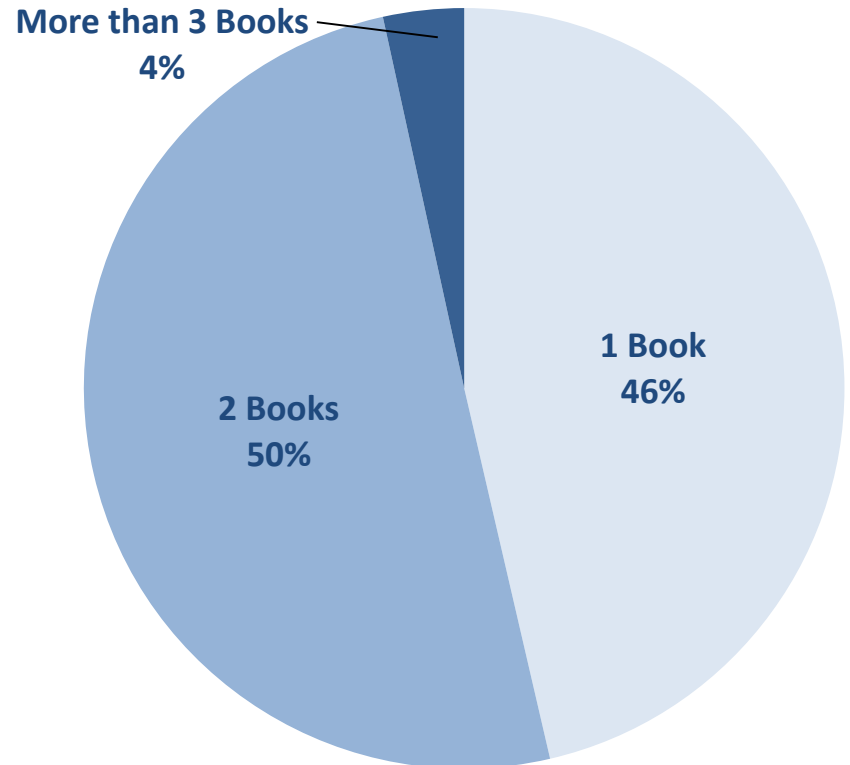


# Local Bookstart Programmes

## Bookstart Pack



## No. of Books in a pack









# Foundation of Bookstart Japan

- The year 2000 was the **National Year of Reading for Children** in Japan. **The Board of NYRfC (a private organisation)** was formed for a limited period consisting of publishers, booksellers, wholesalers, authors and illustrators, libraries and reading promotion organisations.

Introduced Bookstart, had a study tour to England and a pilot study in Tokyo in 2000.

**A new organisation** to administrate Bookstart into the future was necessary.



# Designing of a National Programme

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## ■ Study Tour of Bookstart to England

visiting BookTrust, Libraries, Health Centre, Arts Council, Sainsbury's and Researchers

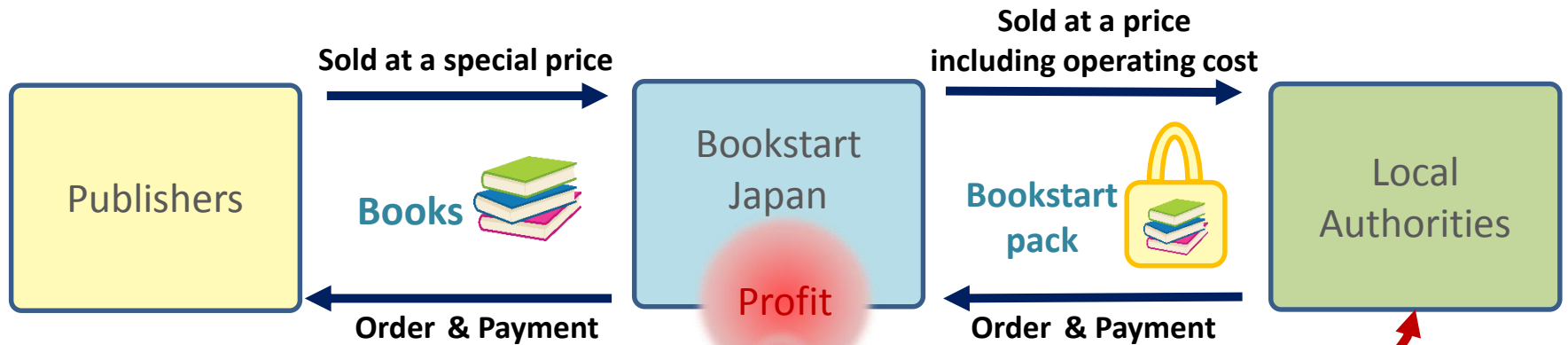
- Need planning of a **long term programme** of 20, 30 years and more .....
- **The ownership** of the programme in people involved locally is the key

→ **Sustainable Structure to Support Self-motivated Programmes.**

## ■ Administrative Organization

- Not-for-profit
- Independent from **politics and religions**
  
- **Financially independent**

# Financial Structure to support local programmes

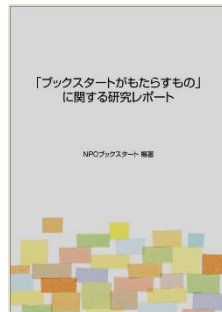


Donations

## Various Services to support LA

Campaign & Marketing

Research & Publication



Consultation via phone and email

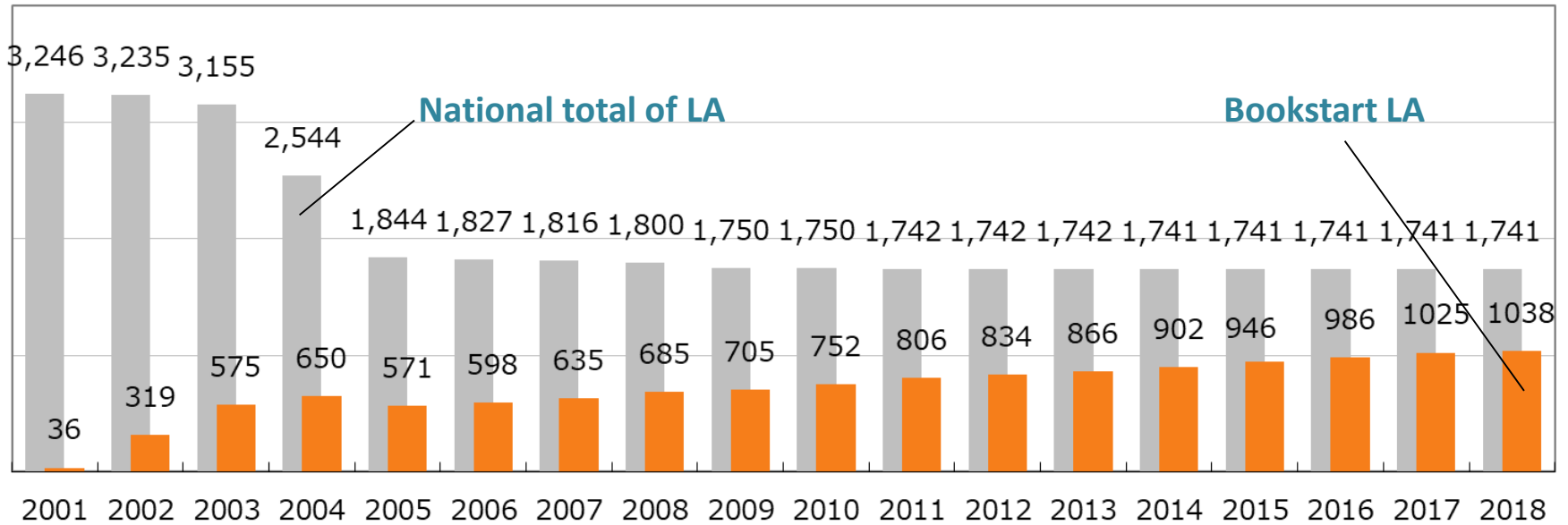
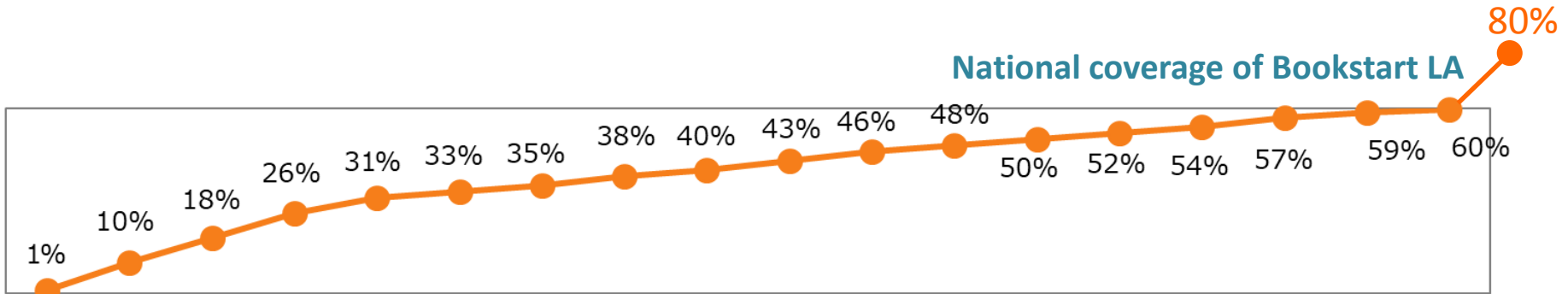


Trainings & Workshops



Bookstart Handbook for local professionals

# Growth of Bookstart in Japan



# The challenges

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- Quality Delivery in more LAs
- Transformations of public services
  - disestablishment of group health checkup
  - public libraries run by private companies etc
- Generational change of people involved locally
- The tight fiscal situation in LAs → Less spending on Bookstart packs
  - Cancellation of Bookstart
- Declining birth rate → Less targeted babies
  - ↓
  - might cause a temporally financial imbalance of income and outgo (Bookstart Japan)



