

## **RISE Bookselling campaign: Bookshops as welcoming and inclusive spaces (9 May – 10 June)**

*Briefing note to EIBF members*

### **The campaign at a glance**

**WHAT:** A communications campaign showcasing the important role bookshops play in today's democratic societies

**WHO:** EIBF will run the campaign on its RISE social media channels, featuring booksellers from across the RISE network who go above and beyond ensuring that their bookshops are welcoming and inclusive spaces

**WHEN:** 9 May to 10 June (starting on Europe Day and finishing the day after the European elections)

**WHY:** To showcase the ways in which bookshops contribute to democracy through real-life examples from booksellers around the globe and remind politicians and stakeholders why bookshops need support from democratic institutions

**WHERE:** RISE Bookselling [website](#) and social media channels: [LinkedIn](#), [Instagram](#), [X/Twitter](#) and [Facebook](#)

**BACKGROUND:** At a time of increased political and ideological polarisation, tied with growing censorship in the cultural world, and the freedom of expression under threat, EIBF and RISE recognise the need to use our voice to defend the spaces we love the most: bookshops.

**THE CAMPAIGN:** With this purpose, starting on **Europe Day, 9 May**, as part of the RISE Bookselling project, EIBF is launching a month-long communications campaign on its RISE social media channels to:

1. Highlight the important role bookshops play in today's democratic societies, and
2. Remind politicians, stakeholders and the public why bookshops need support from democratic institutions and book friendly policies

We will do this by featuring real-life stories and uplifting examples from booksellers across the RISE network that work especially hard to ensure that their bookshops are:

1. places where all people are represented in stories;
2. safe havens and places where all are welcome;
3. places of education and;
4. third places and community hubs.

**HOW CAN YOU SUPPORT US:** For the campaign to have the furthest reach and biggest possible impact, **we rely on you to relay the message** of the campaign on your own social media channels and among your respective memberships. We encourage you to **reshare the posts and tag your local/national politicians and stakeholders** and all who you think should hear our message. We greatly appreciate your time and commitment to further the reach of this international campaign.



**ADDITIONAL NOTE:** while this campaign is targeted to a European context, leading up to the European elections on 6-9 June 2024, EIBF recognises that bookshops across the globe embody the same values of inclusivity and representation and we're therefore also seeking contributions from our wider network, to showcase the universality of these values in the bookselling trade.