



LITCAM 2011
The Frankfurt Book Fair Literacy Campaign
CONFERENCE

Literacy and Sustainable Economic Growth

10 - 11 October 2011

STEIGENBERGER FRANKFURTER HOF

Frankfurt/Main, Germany

The LitCam (Frankfurt Book Fair Literacy Campaign)

The LitCam was created as an international campaign for basic education, literacy and media literacy in 2006 by the Frankfurt Book Fair together with its partners, especially the UNESCO Institute for Lifelong Learning and the German Federal Literacy Association.

Reading, writing and numeracy are the basic skills needed today to enable people to live in a responsible and independent way. Basic education is a crucial prerequisite allowing citizens to take active part in important community processes and society in general. Basic education today also includes media literacy – the ability to use modern information and communication tools.

According to UNESCO's latest statistics, 793 million adults today do not have these basic skills. Three-quarters of the world's adult illiterates live in twelve countries, mainly in South and West Asia, Sub-Saharan Africa and the Arab States.

Although industrial nations generally have extensive and comprehensive educational infrastructures, many of their adult citizens are more or less functionally illiterate. These adults attended schools as children because their education was compulsory, but their present literacy skills are poor to non-existent. Simple tasks as reading a newspaper, filling in forms or writing a letter pose real problems.

LitCam intends to make plain the explosive nature of "(functional) illiteracy" to both a wider public and to influential figures in politics, business and the media.



Education for all means a better future for all.

Campaign objectives:

- Facilitate international cooperation/networking
- Give a higher profile to the problem, both among important opinion shaper and the general public
- Initiate joint campaigns/projects with the partners involved
- Develop and realize self-initiated projects (Football meets Culture, Reading and Learning Rooms)

LitCam provides a national and international platform for the promotion of interchange and networking between organisations from the literacy and basic education sectors and the development of new strategies.

In connection with this, the search link "Literacy Project" has been set up in cooperation with Google: **[www. google.com/literacy](http://www.google.com/literacy)**. This joint initiative enables all those who are interested in literacy to look for information quickly.