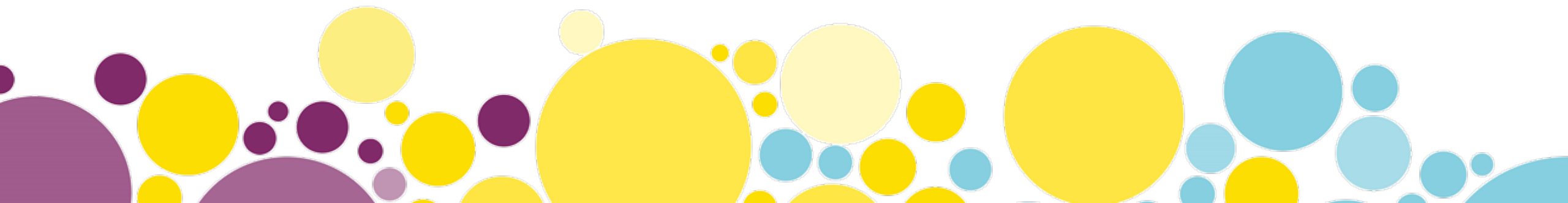




# Supporting Children's Storybook Ecosystems

Kyle Barker, The Asia Foundation

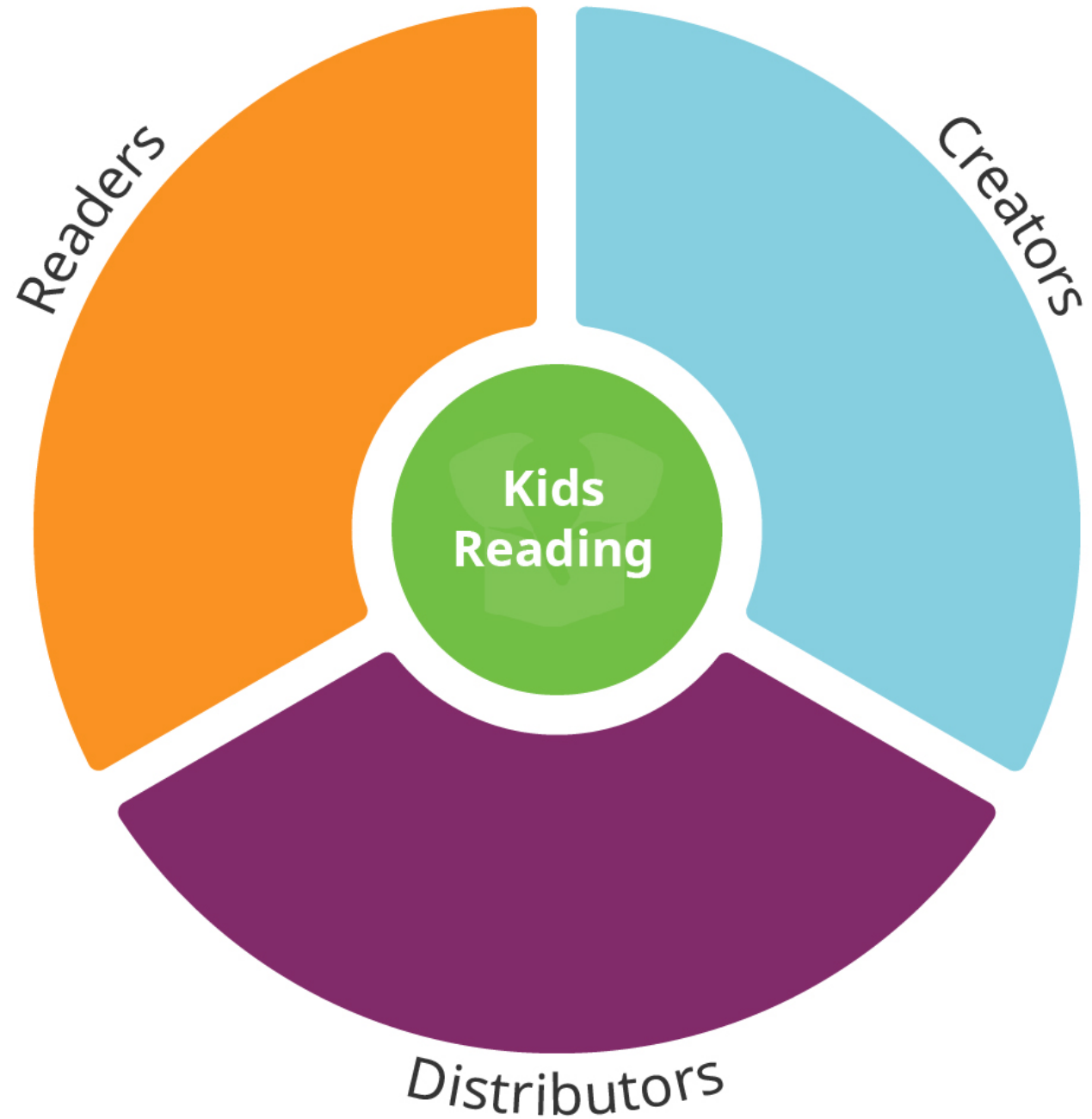


# Let's Read

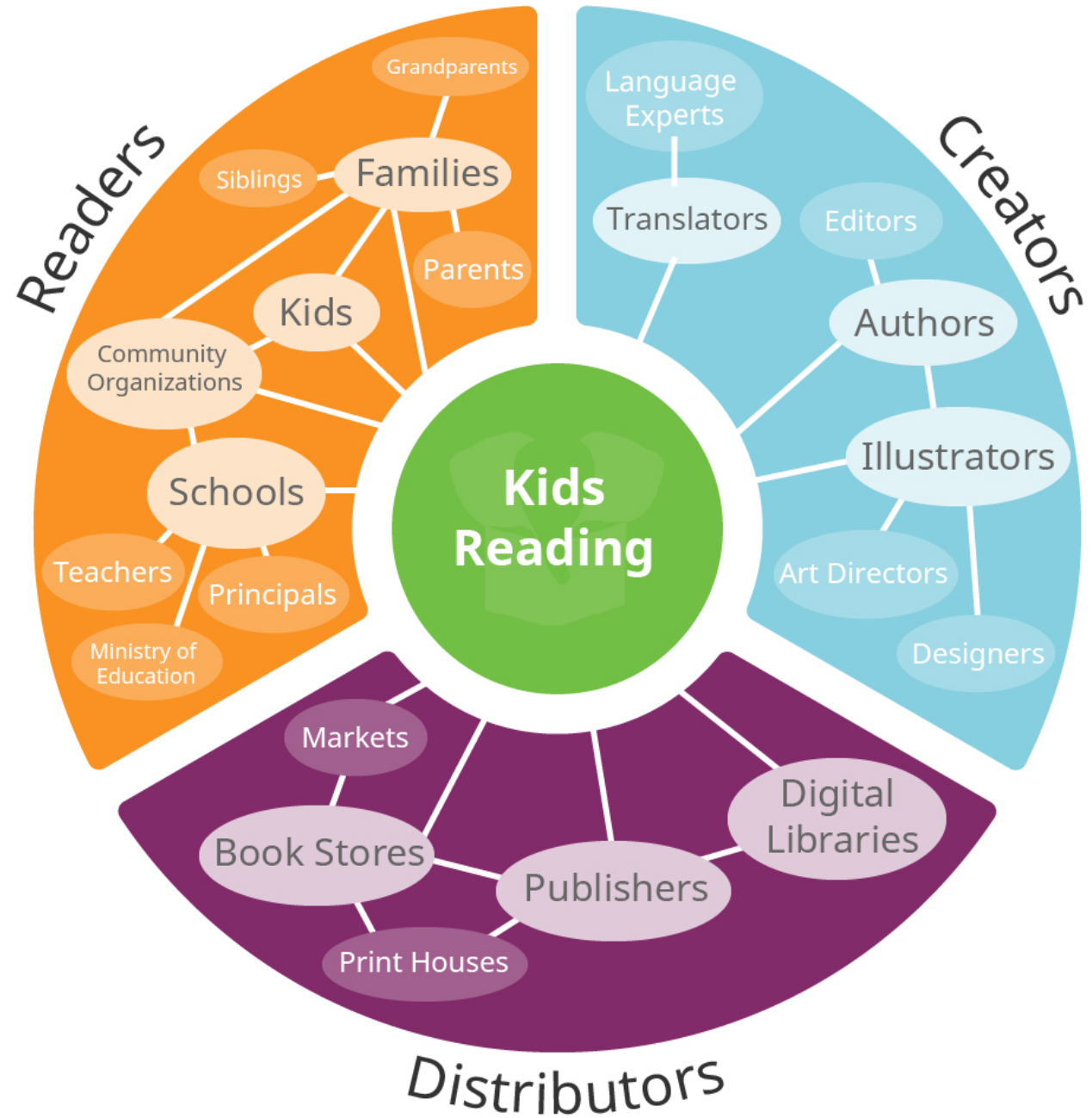
connect • create • read • thrive



# Children's Storybook Ecosystem



# Children's Storybook Ecosystem



How do we support  
this entire ecosystem?



Open Licenses



# COVIBOOK

by Manuela Molina

4 weeks

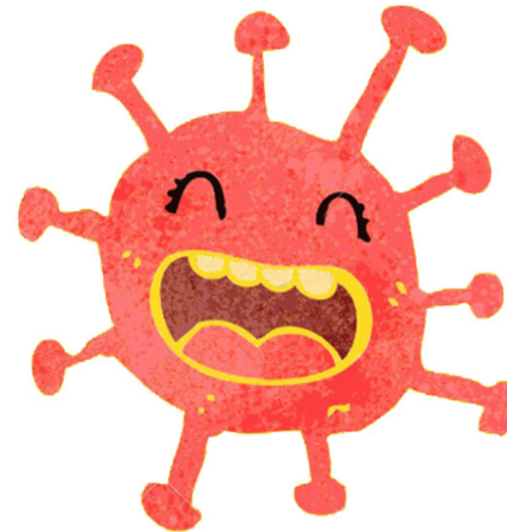
22 Languages

100+ Countries

45,000+ Times Read

# HELLO!

**I am a VIRUS,  
cousin with the Flu and  
the Common Cold**



**My name is Coronavirus**

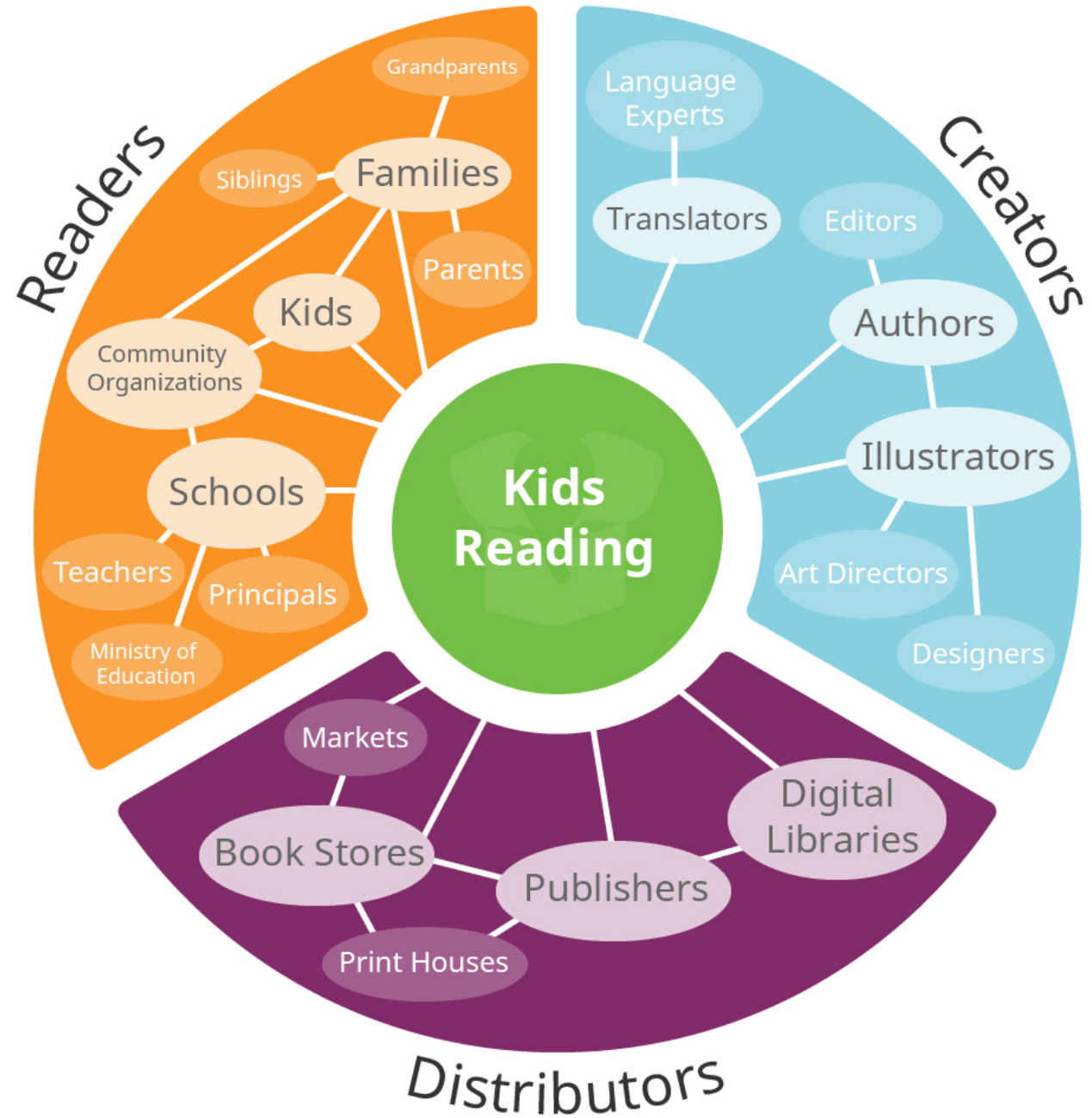
MANUELA MOLINA - @MINDHEART.KIDS

WWW.MINDHEART.CO

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# Children's Storybook Ecosystem

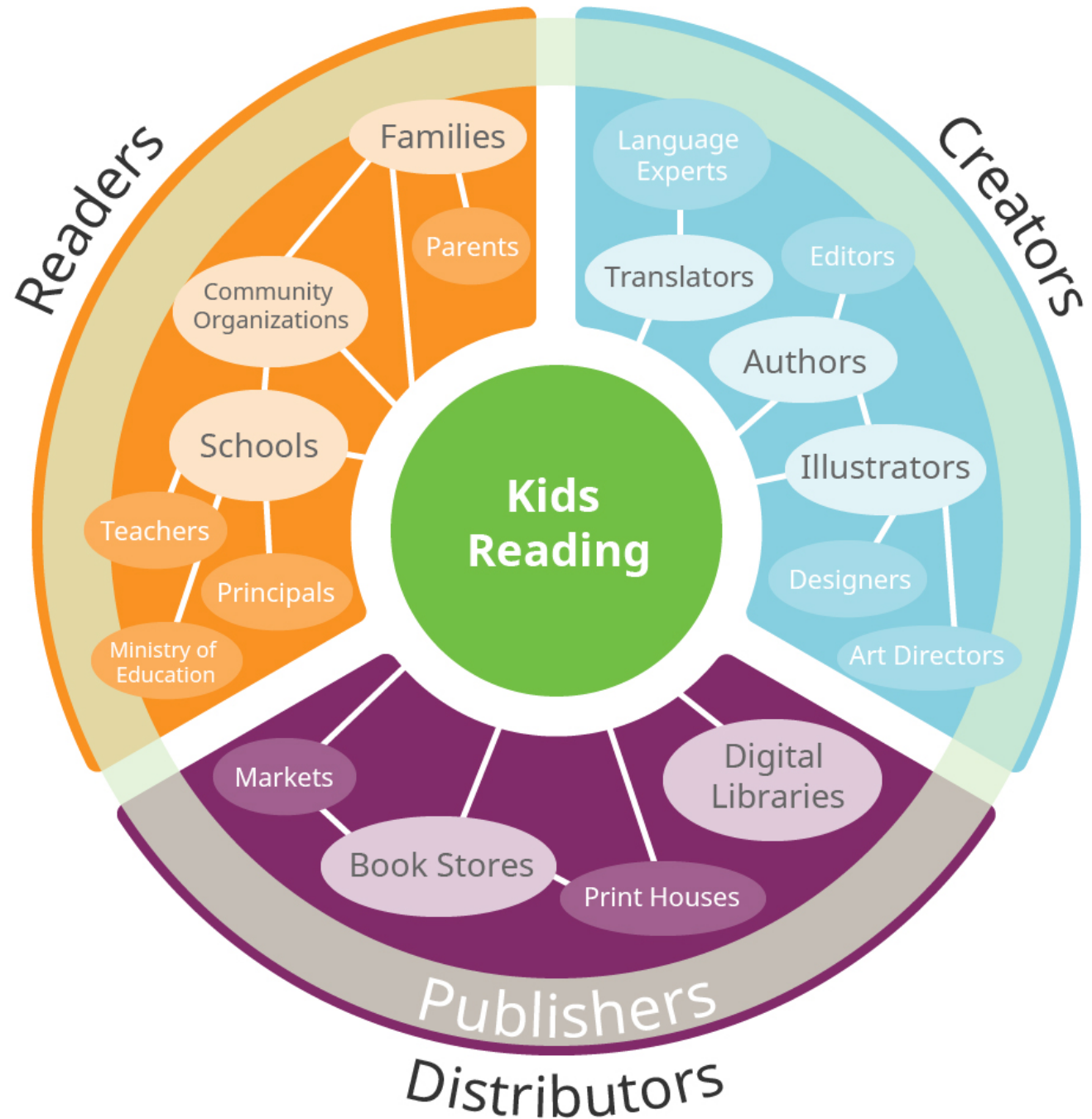


**How can open licenses also  
support the creators and  
distributors?**





# Publishers are key to a sustainable ecosystem

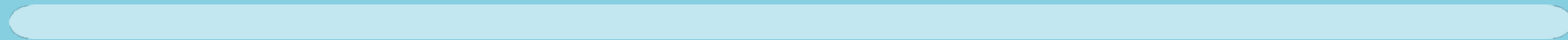


# Publishers Continuum

Nascent

Emerging

Established



Print shop

Licenses books  
Digital printing

Creates books  
Network of creators  
Editors, designers, etc.  
Marketing & sales teams  
Offset printing  
Distribution channels



# Supporting Different Needs

Design Files



Attribution Only Open Licenses



Non-commercial Open Licenses



# Design Files



**Pratham, Let's Read, and World Vision**  
Kalimpong, India

**Pratham** – Created the books  
**Let's Read** – Translated the books  
**World Vision** – Implemented the community program

33 Titles  
9,000 books printed



# The Asia Foundation Cambodia Publisher Roundtable

## Key findings:

- Not enough skilled creators, low return on investment, concern for name recognition, and risk of copyright infringement
- Suggested that NGOs works with publishers to produce children books and give the publishers exclusive right to sell the books. This would free publishers to invest in marketing and branding the books.



# Myanmar – Let's Read & Third Story Project

- 15 children's storybooks created in partnership with Third Story Project, local writers and illustrators
- Non-commercial, open licenses - CC BY-NC 4.0
- Free to read, download, share, and translate on Let's Read
- Exclusive licensing agreement with Third Story Project to print, sell, and donate in Myanmar



# Nepal – Let's Read, Srijanalaya, & Safu

- 6 children's storybooks created from within the Tharu ethnic language community
  - Non-commercial, open license - CC BY-NC 4.0
  - Exclusive licensing agreement with Safu to print and sell in Nepal
    - Authors and illustrators are written into the license agreement with the publisher



# Ending Thoughts

- Publishers are a key component
- Not all publishers' needs are the same
  - Open licenses, particularly non-commercial, can be used to support both increased reader access and a market-based solution for publishers, distributors, and creators.

