


# blueTree Group

**Books** for the other **90** per cent



**EGS**

# Outline

- 
- A stack of several books of various colors (yellow, blue, green) is visible on the left side of the slide.
- Introduction
  - Challenges & Opportunities
  - Project description
  - Countries & Collaboration
  - Interdependence of the book chain
  - In process (3 x)
  - Technology
  - Organizational overview
  - The dream
  - Conclusion



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# Introduction

- Quality Education for All
- Social & Economic Development



- Millennium Development Goals
- Increased enrolment rates
- Challenge for Quality Education for All




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# Project Books for the other 90 %



Books for the other 90 per cent

# Challenges & Opportunities

- 
- Increased demand
  - Print Poverty:
  - Foreign printing
  - Expensive & inaccessible
  
  - Project Books for the other 90 per cent
  - Mission: one book for every child
  - Locally establish modern print facilities
  - Lower price & high quality
  
  - Access to affordable, quality books
  - Creation of employment & craftsmanship & a thriving graphic industry



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# Project Books for the other 90 %



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# Project description

- 
- A stack of books of various colors (yellow, blue, green) is visible on the left side of the slide.
- Construct building
  - Deliver machinery
  - Train local staff for 2-3 years by EGS engineers
  - In management and production
  - On the spot and in Europe
  - Equal balance between male/female staff
  - Work with a local partner
  - Anticipate growing demand
  - Main focus educational materials
  - Additional: commercial and other printwork



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# Countries & Collaboration

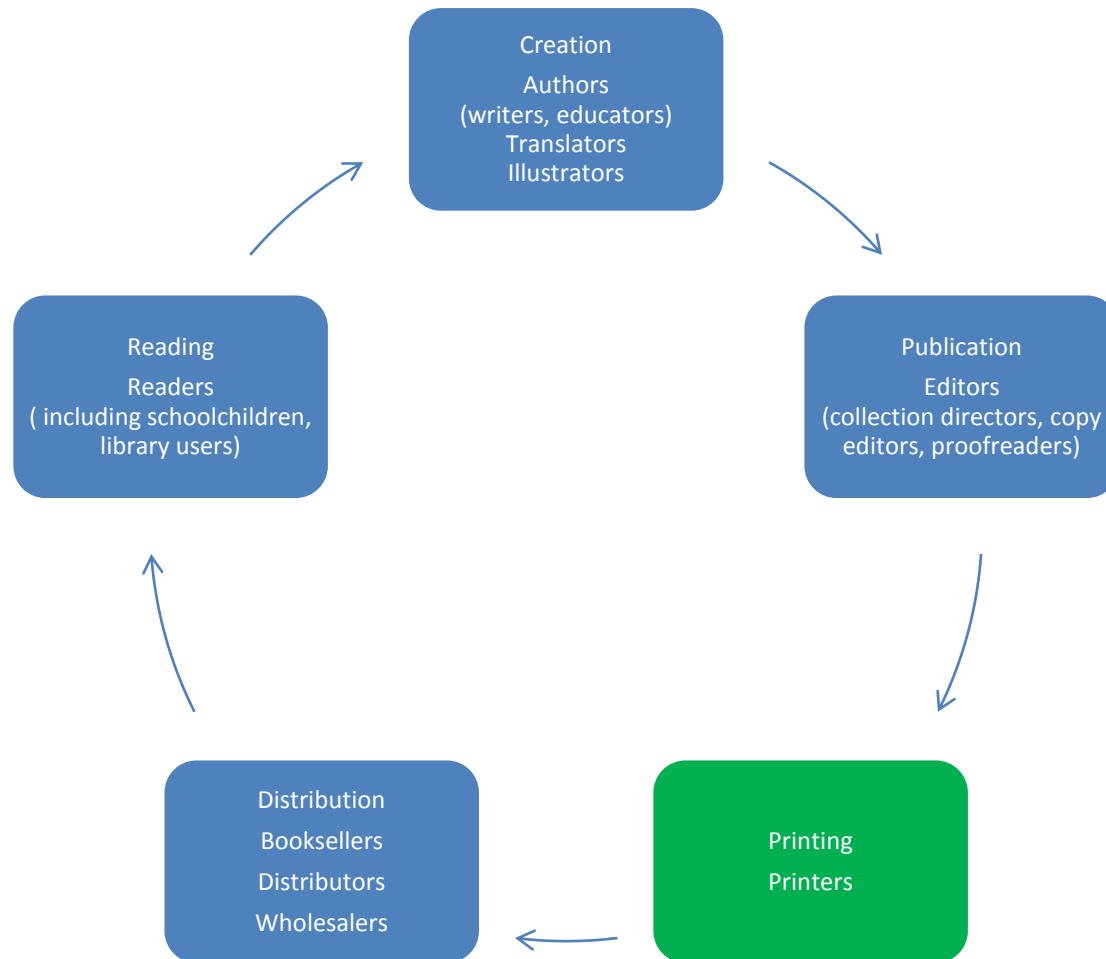
- 
- A stack of books of various colors (yellow, blue, green) is visible on the left side of the slide.
- Congo-Brazzaville, Liberia, Zambia, Uganda and Suriname
  - Next: Tanzania, Malawi, Ethiopia and Rwanda?
  - EFA-FTI, World Bank
  - Development agencies
  - NGO's
  - Writers, publishers, booksellers, distributors
  - Interdependence of the book chain: promotion of indigenous writing, publishing and mother tongue education
  - National book policy



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# Interdependence of book chain



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# In Process...

- 
- A stack of books is visible on the left side of the slide, with various colored spines (yellow, blue, green) and pages visible.
- Congo-Brazzaville
    - Import all books and learning materials
    - Local partner from print industry
    - Support from the Ministry of Education
    - Location: ponte noire
  - Suriname
    - Construction building almost ready
    - Start production beginning 2012



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# In Process...

- 
- A stack of books is visible on the left side of the slide, with various colored spines (yellow, blue, green) and pages visible.
- Liberia
    - Joint venture with local partner
    - Full support Ministry of Education
    - Educational NGO's, RTI, FHI 360 etc.
  - Zambia
    - Modernize Educational Publishing House
    - Many books in indigenous languages
    - Distribution centers



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# In Process...


- 
- A stack of several books, mostly with yellow and white covers, some with blue spines, stacked on the left side of the slide.
- Uganda
  - Industry but large quantities still produced abroad
  - Support from Ministry of Education
  - Dutch Embassy, UNICEF, Africa Educational Trust
  - World Bank study costs textbook provision
  - 6 African countries
  - Want to enhance local print capacity of all in need



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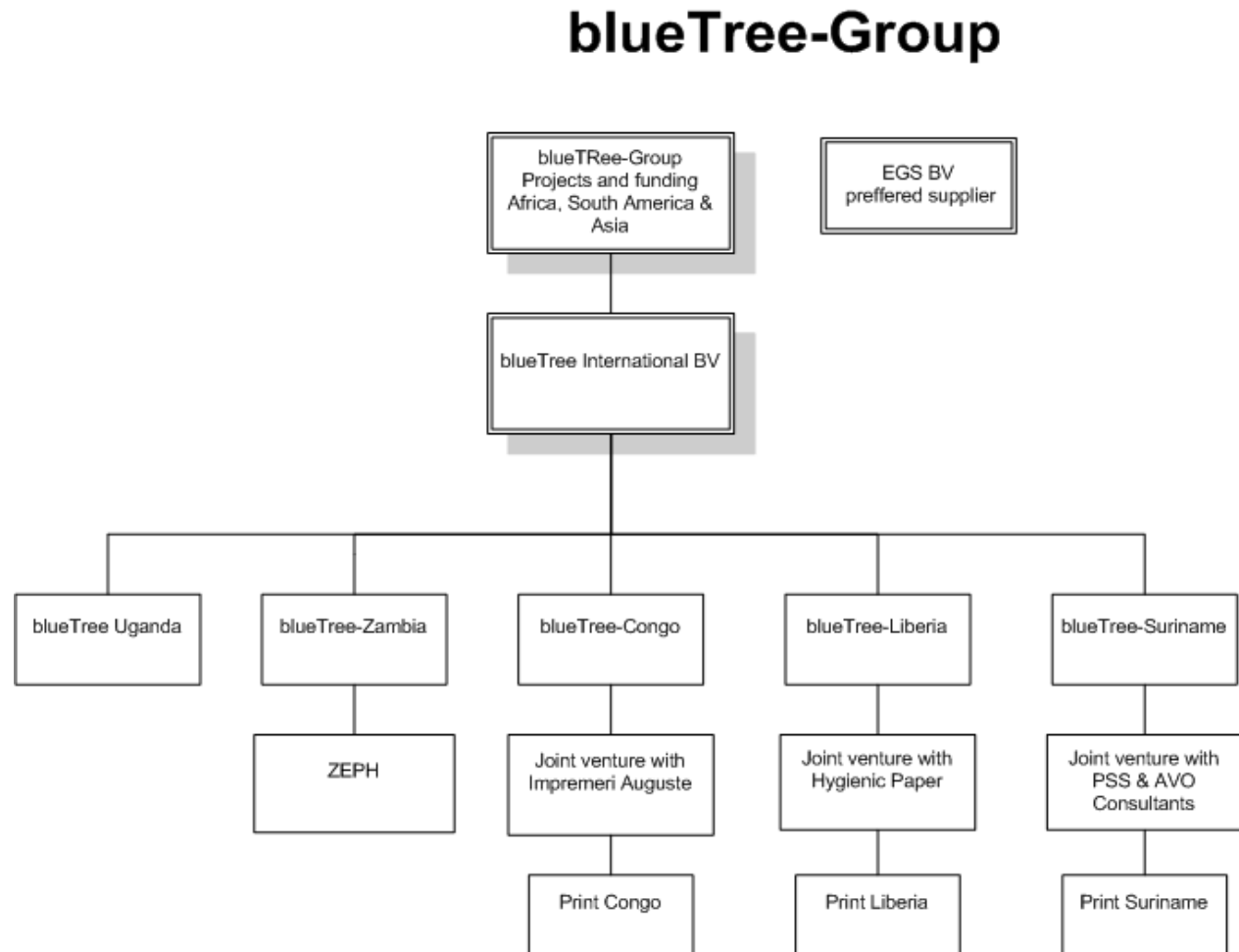
# Technology

- 
- A stack of books of various colors (yellow, blue, green) is visible on the left side of the slide.
- Enhance local print capacity
  - Print in different languages
  - Upgrade and assist smaller, local printers
  - Introduce countries to binding technology
  - Binding vital for quality



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# Organizational Overview



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# The dream



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# Conclusion

- blueTree Group-> project Books for the other 90 per cent
- Mission: 1:1 TPR
- Public Private Partnership
- Profits & sustainability
- Collaborate to realize Quality Education for All & Thriving African book industry
- Thank you!! Questions??



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