

Do you share these values and believe that the Book Fresk is the kind of tool that can change the industry from within?

2024 edition

## JOIN THE TEAM FOR THE NEXT BOOK FRESK !

Additional information : [fresquedulivre.org](https://fresquedulivre.org)  
Contact us : [formations@fontaineolivres.com](mailto:formations@fontaineolivres.com)

### Become a facilitator for the Book Fresk

After participating in a Book Fresk :

- Take the dedicated training course to become a Book Fresk facilitator;
- Become (or start training to become) a Climate Fresk Facilitator.

Once you've completed your training, contact us to receive your deck of Book Fresk cards and schedule future sessions !

Facilitators must play an additional licence fee of 15 € incl. VAT to Fontaine O Livres. These fees are used to keep the Book Fresk up to date.

### Other licensed Book Fresk facilitators :

Hachette Group · Université Sorbonne Paris nord  
· Université Grenoble Alpes · City and  
Eurometropolis of Strasbourg · CNRS·Ecole  
nationale supérieur des Arts décoratifs · Swiss  
Interforum

Contact : [formations@fontaineolivres.com](mailto:formations@fontaineolivres.com) et [fresquedulivre.org](https://fresquedulivre.org)



**BUILDING  
A MORE  
SUSTAINABLE  
BOOK CHAIN**



**Modelled on the Climate Fresk**  
- an educational card game with over a million followers -  
the Book Fresk is designed to raise awareness of  
sustainable development issues among book professionals.

Created in 2023 by Fontaine O Livres and CSR specialist Charles Hédouin, the Book Fresk is an educational tool presented as a collaborative workshop built around a card game. The information presented draws on the latest data from the sector (SNE, ADEME, The Shift Project, etc...), to propose actionable goals.

## **RAISING AWARENESS OF ECOLOGICAL TRANSITION CHALLENGES AMONG BOOK SECTOR PROFESSIONALS**



### **TARGET AUDIENCE**

Professionals in the book sector who are learning about or already aware of the issues surrounding climate change an sustainable development.

## **HOW THE BOOK FRESK WORKS ?**

**Face-to-face**

**3h**

**15 players maximum  
(3 teams made up of 5 people)**

### **Brainstorming - 1h**

Working with the facilitator, participants receive a deck of cards presenting the various actors involved in the value chain of the book industry. The object of the game is to work together to place the cards on the table in the right order. Once all the cards have been laid out, participants draw the links connecting each card with the next in the chain.

### **Search for solutions - 1h**

Once the cards are in place to illustrate the book value chain, each team determines specific solutions that falls under their scope of action. The teams must then rank the different solutions based on effectiveness and roll-out potential.

### **Discussion & outlook - 1h**

For the last hour, each team presents their solutions and actionable goals to the other tables. The facilitator intervenes in the discussions as an advisor to help participants scale solutions to their own level.

