

Selling books at the price of bread

Through his organisation Lire C'est Partir, 'low-cost' publisher Vincent Safrat is selling children's books to disadvantaged families and, in doing so, is revolutionising the French publishing market

CAROLINE DE MALET
LE FIGARO, PARIS

Publishing disruptor Vincent Safrat is not only selling books like they're bread rolls – and at the same price as a baguette – but he's also doing so on a massive scale. In 2016 alone, Safrat sold around 2.5 million copies in France.

So what's his secret? The key lies in the price: he is able to sell each book for 80 cents, which drastically undercuts the seven euros you would pay on average for a children's book. By taking on the distribution himself – which represents around 60 percent of a book's cost – and in printing the paperbacks for only 30 cents each, Safrat has been able to achieve this inno-

vative model.

"I believe that reading can replace studying. Hence my idea of bringing reading to those who don't read," explains the self-taught entrepreneur who grew up in the suburbs of Paris.

In 1992, Vincent Safrat began visiting various publishing houses on a daily basis to rescue any unsold works and redistribute them for free to homes in low-income suburbs. He then started to print books at a low price and distribute them to schools, which either buy the books for their students or organise book sales for the parents. All this has been achieved without Safrat ever asking for a subsidy from the public authorities.

<https://www.lirecestpartir.fr/>

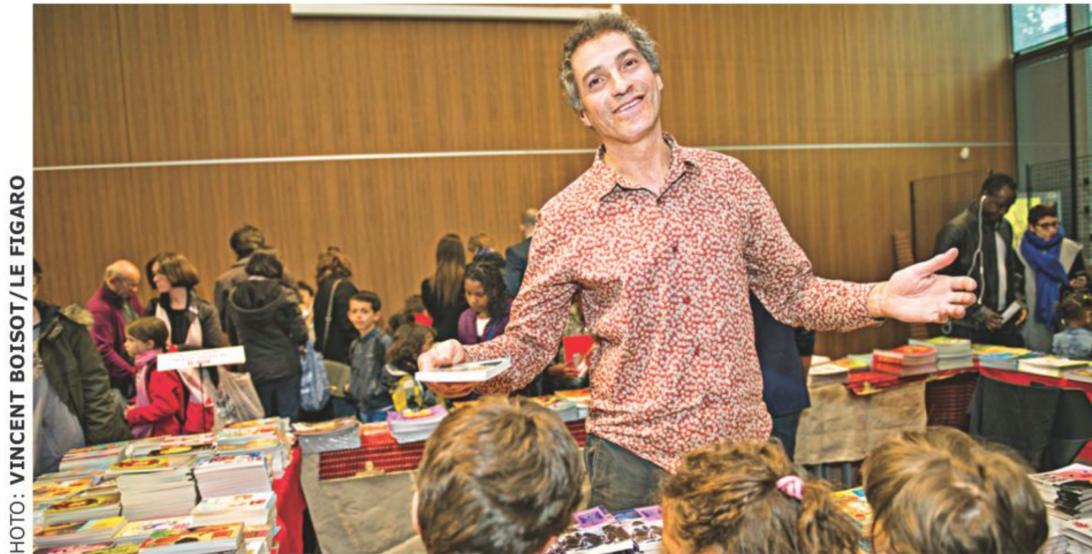


PHOTO: VINCENT BOISOT/LE FIGARO

Vincent Safrat's goal is to "make read those who do not read."

Connecting farmers and investors in the Philippines

HELEN M FLORES
THE PHILIPPINE STAR, MANILA

Founded by a group of young Filipinos, social enterprise Cropital has developed a crowdfunding site that aims to provide technical and financial support to small-holder farmers in the Philippines.

Launched in November 2015, Cropital has provided financial support to around 560 farmers across the Philippines to date. The enterprise is globally recognised and is supported by various organisations in the Philippines and abroad, including the US, Netherlands, and Malaysia.

The enterprise helps farmers reduce the

risks in farming and improve productivity by processing crop insurance, providing a buyer, and offering training and access to technology partners. At the same time, Cropital provides an alternative medium for investment with faster and higher returns. The amount of investment ranges from P5,000 to P50,000. To date, Cropital

has raised USD 120,000 worth of investment. The rates of return for investors range from three percent to 30 percent in less than six months.

Cropital was awarded Philippine Social Enterprise of the Year at the Philippine Rice Bowl Startup Awards 2016.

<https://www.cropital.com/>

We are living a story of change

Around the world, there is a movement of ordinary people making a difference every day.

An illiterate Burkinabe farmer who managed to stop desertification thanks to a traditional farming technique. A German doctor who turned a disability into a talent, training blind women to detect breast cancer earlier than any gynecologist can. A 26 year-old Indonesian medical student who tackles poverty and waste by offering the poorest to trade trash for healthcare.

Solutions exist everywhere to create a world where sustainability and profits are compatible, inclusive democracy is restored, citizens from all over the world have access to education, healthcare and appropriate food, men and women have the same rights, and climate change is controlled.

If you believe that people don't need to wait on others to create positive change and that change can be achieved by anyone.

If you believe that building this world starts by changing the way we talk about it, restoring confidence and inspiring everyone.

Then join a growing movement of hope and change:

Sign this manifesto on sharestoriesofchange.org and commit yourself to spreading these stories of solutions, help them cross borders and have a greater impact.

Join the movement

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